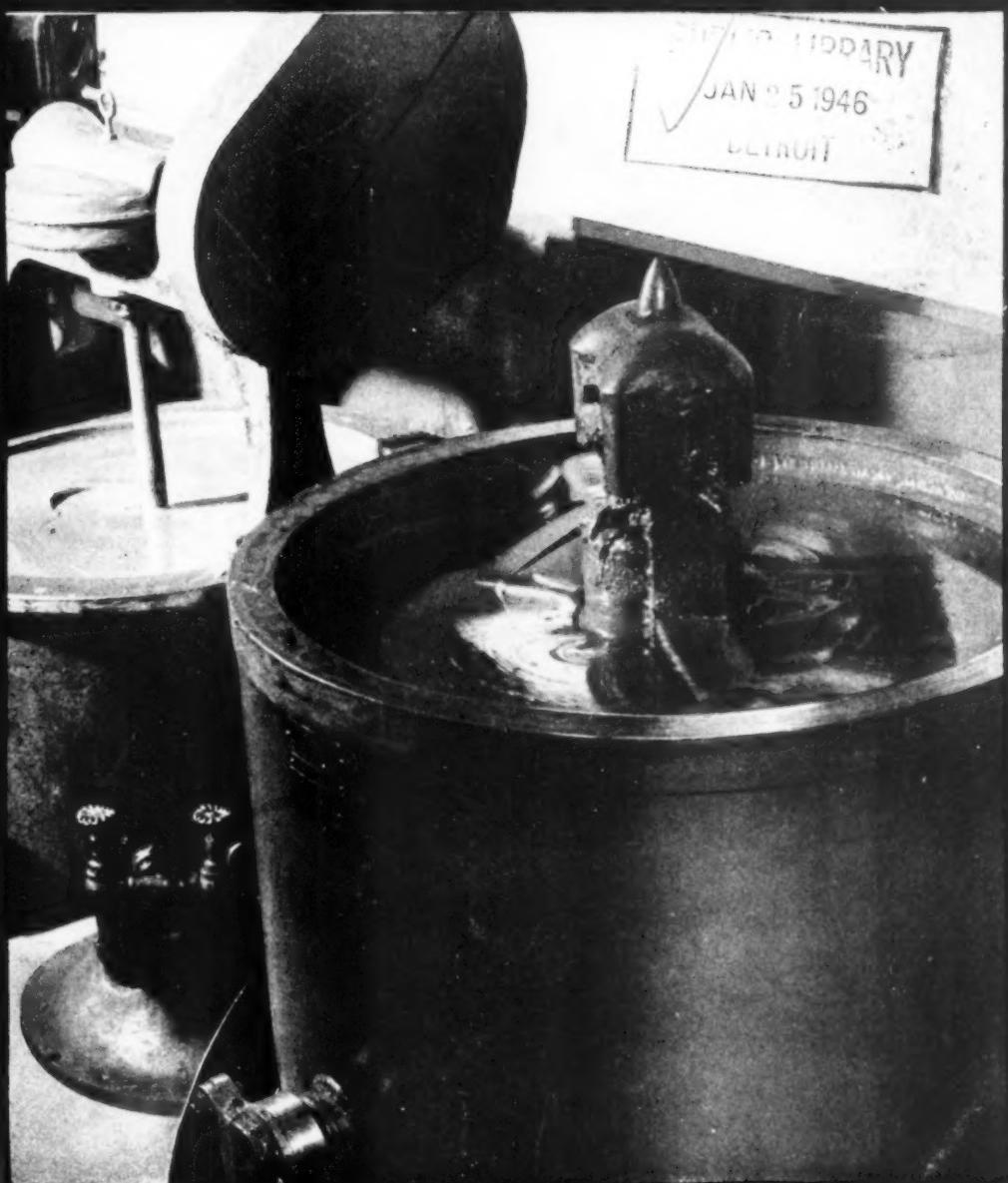


# The **MANUFACTURING CONFECTIONER**

PIONEER SPECIALIZED PUBLICATION FOR CONFECTIONERY MANUFACTURERS



THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY, CHICAGO 6, ILLINOIS

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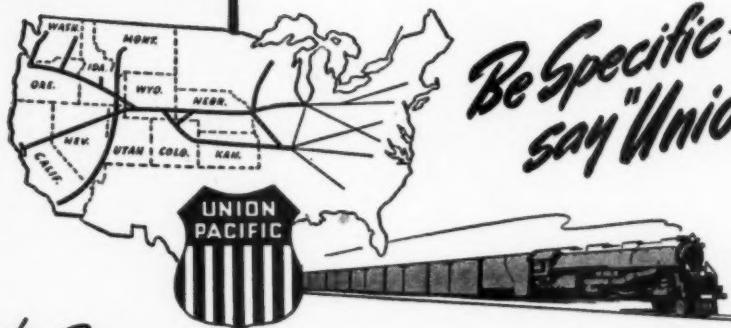
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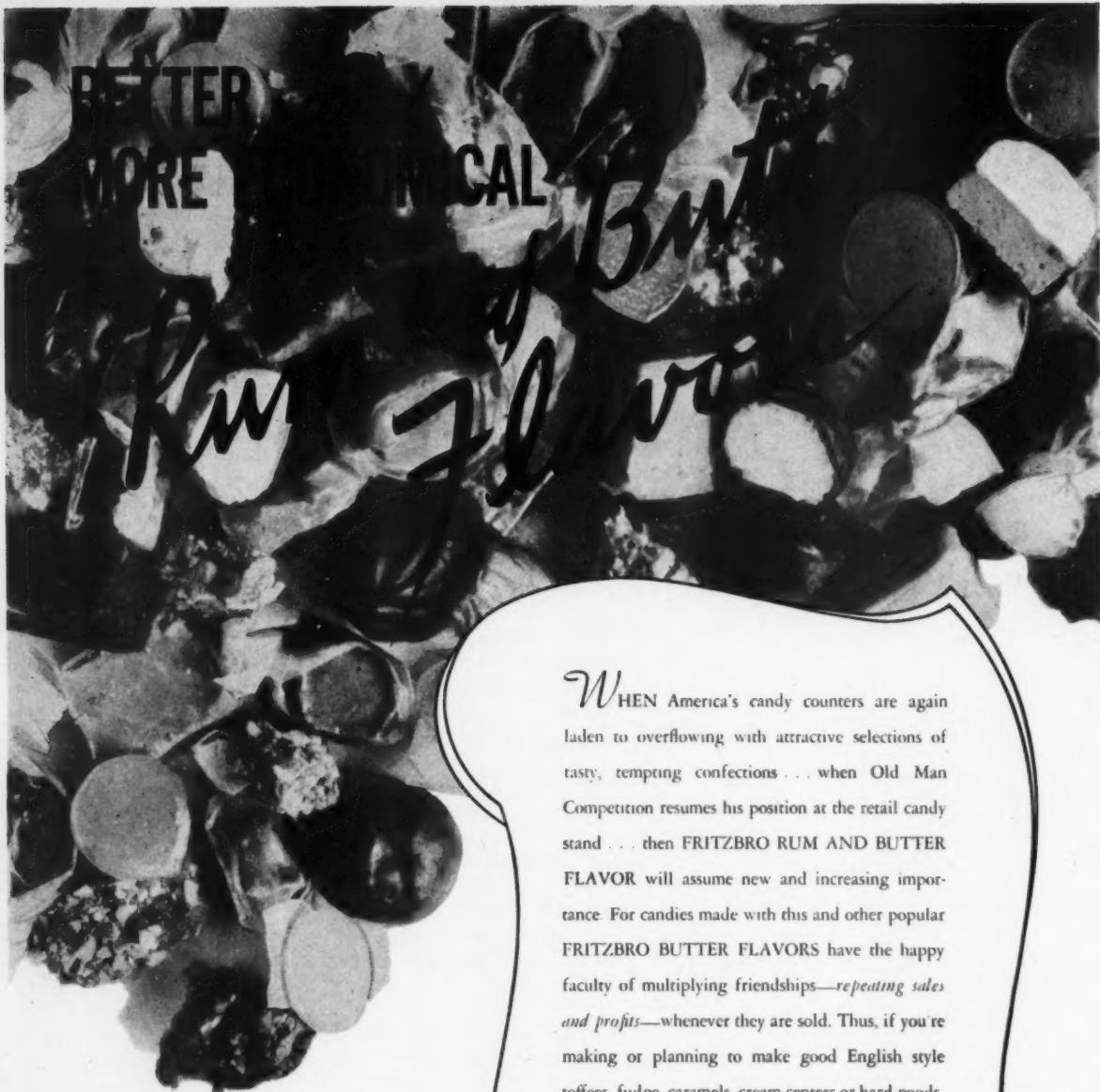


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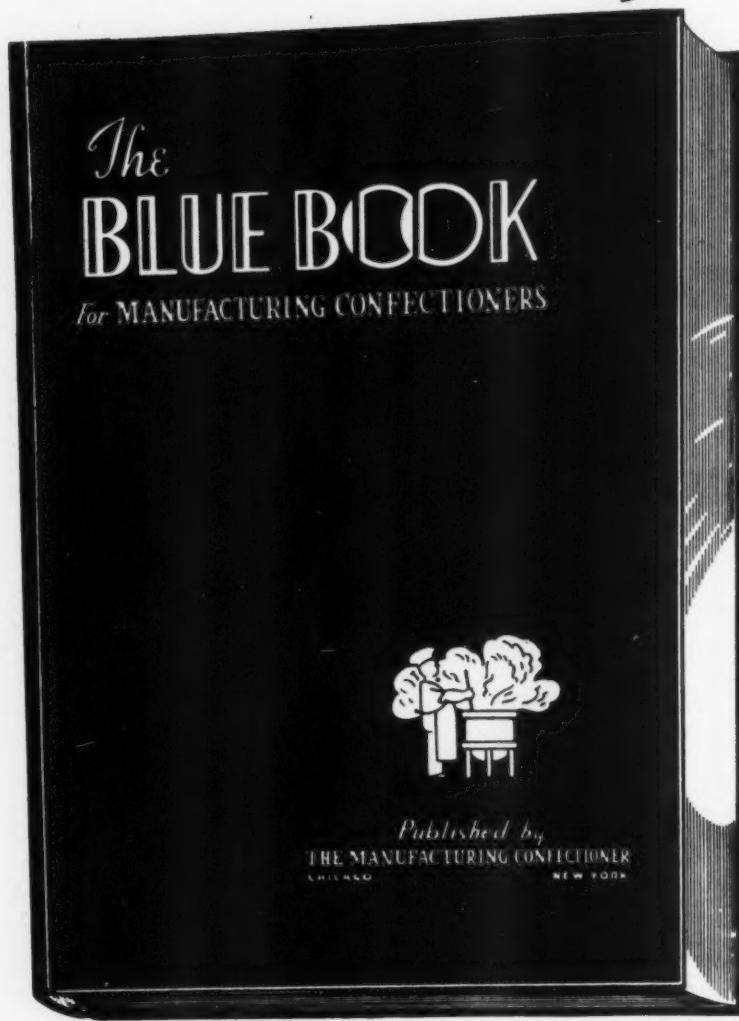
JANUARY, 1946

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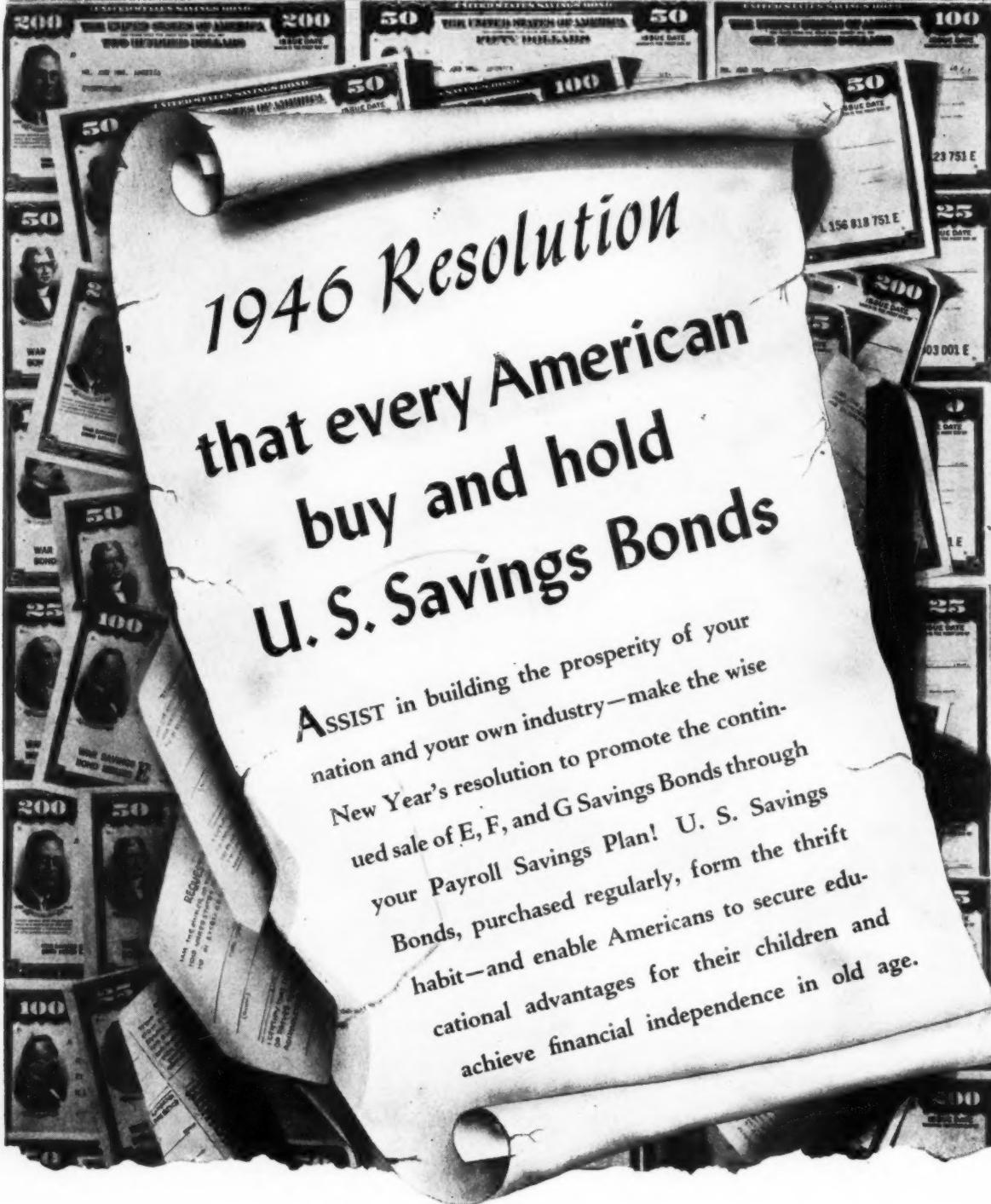


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Thirty years of insistence on high quality and perseverance in overcoming obstacles have insured the success of the Heath company. Each expansion of the Heath enterprises was made only after Mr. L. S. Heath was thoroughly convinced that the company could maintain its high standards of quality and flavor. **THE MANUFACTURING CONFECTIONER** has been presenting stories of plants throughout the past year and will continue this policy during 1946. It is a pleasure to start the year off with this presentation of the L. S. Heath & Sons enterprises at Robinson, Ill.

**FRONT COVER:** The photograph on the front cover shows the chocolate mixing tanks used to mix the coating for the Heath Toffee Bar.



Mr. E. E. Heath

# Heath Builds on Quality

By CLYDE C. HALL  
*The Manufacturing Confectioner*

Thirty years ago, in 1915, Mr. L. S. Heath established the Heath Company, originally set up to manufacture ice cream. Mr. Heath, a graduate of the University of Illinois, was a former college professor and a civil engineer. Early in his life, he was admitted to the bar in the State of Illinois. He has always been active in the civic and business life of his community and he has been energetic and tireless in his ef-

forts to build his business on sound, up-to-date principles.

In 1919, a creamery was added to the original ice cream factory for the production of quality butter. Several years later, in 1922, the company put in a bottling plant for distribution of a well-known line of soft drinks.

Further expansion led to the installation of equipment for the pasteurization and distribution of

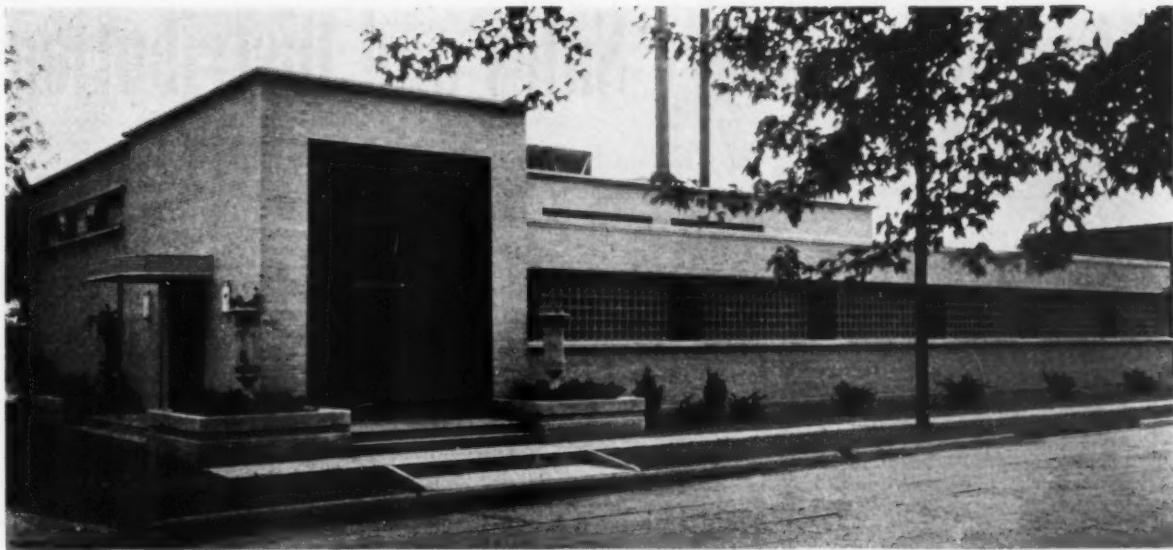
bottled milk in 1927. The production of cheddar and process cheese was started in 1944.

Bayard E. Heath, one of Mr. Heath's four sons, was the originator of the formula for the famous Heath Bar which has gained a nationwide reputation for its high quality and fine flavor. He is in charge of candy operations and sales of the Heath Company.

The Heath bar was originally sold

An interior view of one of the Heath offices showing the modern, well-lighted working conditions which are prevalent throughout all the Heath plant buildings.





This is a view of one of the Heath plants at Robinson, Illinois. The company has four large plants for the production of candy, butter, cheese, milk, and bottled soft drinks.

locally from the company's retail store. However, in 1932, it was introduced to the national market where its delicious flavor gained instant popularity. Today, 6,000 candy



Mr. B. E. Heath

jobbers handle its distribution throughout the country.

During the war, from 75 to 90 per cent of all the candy produced by the company was sent overseas to the Army and Navy. The boxes of candy were packed in special wooden containers with waterproof liners and strapped with steel tape to prevent damage in shipment. The bars are turned out at the rate of 110 per minute through automatic wrapping machines. Thousands of boxes are turned out daily.

Rich, creamy-smooth Swiss milk chocolate made to the Heath formula is used as coatings for the famous toffee bars. Choice, selected almonds are toasted in the toffee, and help to give the bar its crunchy taste. Fresh butter and pure cane sugar

are the other ingredients that go into this bar.

The Heath organization, located at Robinson, Illinois, is known as L. S. Heath and Sons. There are four of the sons, Bayard who originally worked out the formula for the toffee bar; E. E. Heath, in charge of production in the candy department and also supervisor of the maintenance of the company's fleet of trucks as well as other problems of local distribution; V. D. Heath, in charge of the bottling department and the soft drink sales, also supervisor of the maintenance of the company's refrigeration and service equipment and in charge of dealer relationships; and V. L. Heath, in charge of sales and distribution of dairy products and handling of problems of personnel, employment and plant operation, as well as advertising.

The company operates four large



Mr. V. L. Heath

farms totaling more than 1000 acres of land and maintains a large herd

of fine Jersey cattle and Chester White hogs. Milk from these farms and 300 other Crawford county farms is picked up daily by Heath trucks for processing in the dairy plant. The waste products from this



Mr. V. D. Heath

processing are then returned to the farm for feeding the livestock.

The Heath dairy plant was completed in 1943, and is one of the most modern and efficient in the country. The entire plant is air conditioned, and the retail sales room is one of the attractions of the Heath dairy building. Here, employees as well as customers, enjoy milk drinks and ice cream at the dairy bar or make their purchases of dairy products or Heath bars to take home.

A summary of the products distributed under the Heath label include: English Toffee candy bars, Creamed Cheese, Cheddar Cheese, Ice Cream, Harvest Home Butter, Harvest Home Pasteurized process cheese, and bottled milk.

# 1945 Confectionery Sales and Distribution

By GEORGE F. DUDIK  
U. S. Department of Commerce  
Bureau of Foreign and Domestic Commerce

This is the 18th annual confectionery survey made by the Bureau of Foreign and Domestic Commerce at the request of and with the financial support of the National Confectioners' Association, and with the voluntary cooperation of candy manufacturers across the Nation.

"In the course of preparing the report, schedules of operations were received from 352 confectionery producers, the largest number to participate in such an annual survey since 1935. Their sales included 2,071,996,082 pounds of candy valued on the wholesale level at \$496,570,590.

"Such extensive coverage of national candy production would not have been possible without the sustained interest of a very large segment of the industry, each producer filling out a questionnaire calling for nearly 200 separate statistical items. While it was not possible for all manufacturers to furnish replies to all questions, sufficient data were submitted to cover about 75 percent of all candy manufactured in continental United States during 1944." Amos E. Taylor, Director Bureau of Foreign and Domestic Commerce.

The 1944 confectionery output was pushed up over the three year record high of 2.5 billion pounds per annum, and reached a new peak of 2,804,000,000 pounds. This was an approximate increase of 10 percent over the previous high of 1943. Candy manufacturers also got nearly 15 percent greater returns for their goods with sales totaling \$658,000,000 on the wholesale level during 1944—an increase of \$83,000,000 over the previous year. (See Chart No. 1)

Despite the extraordinary increase in production achieved during 1944, it is established that candy needed for the unfilled demand would have been an additional 700,000,000 pounds or more. This trend was indicated by the fact that popular brands moved off the sales counters while the market also absorbed about 40,000,000 pounds of foreign candy, a new high for imports.

"In increasing its production to the 1944 peak, the candy industry used about 160,000,000 more pounds of sugar and other sweeteners than in 1943 as well as about 32,000,000 more pounds of milk and milk products; 30,000,000 more pounds of cocoa beans; and about 21,000,000 more pounds of nuts and peanuts," according to the report.

Manufacturer-wholesalers and manufacturer-retailers each manifested a 1944 rise in sales that was proportionately larger compared with 1943 sales than their 1944 increase in poundage. Wholesalers (excluding chocolate manufacturers) sold about 6 percent more candy in 1944 than in 1943 but received better than 15 percent greater returns for their goods. A six percent gain in retailers' volume of goods was accompanied by a rise of more than nine percent in their sales.

The achievements of 1944 in both production and sales of confectionery present goals which the industry is again approaching in 1945 although the general situation is less advantageous.

In 1944, for the first time in confectionery history, bar-type candies constituted a greater portion of the national candy supply than the combined volume of all other candy types. During the year, bar goods accounted for more than 52 percent of both the poundage and value of all confectionery marketed.

Chocolate-covered bars were the largest single item in 1944. Such bars have advanced their position from about 19 percent of all production 20 years ago to nearly 30 percent of confectionery output in 1944. Second largest seller last year were molded (solid) chocolate bars. While two decades ago molded chocolate bars were an item amounting to only about five percent of the total for all candy, in 1944 molded chocolate bars including those containing nut meats) accounted for nearly 16 percent of candy poundage and more than 18 percent of sales value.

On the short end in 1944 were penny goods. One-cent items, which in years of deteriorated economic conditions amounted to as much as 19 percent of candy production,

Chart No. 1—Estimated Confectionery Production, Per Capita Consumption, and Values of Sales, 1944-45

YEAR	PRODUCTION (Millions of pounds)	Per Capita Consumption	Mfrs. Sales value (mil- lions of dol- lars)	Average Value (cents per pound) *
1940.....	2,225	16.9	336	15.1
1941.....	2,536	19.0	403	15.9
1942.....	2,519	18.7	490	19.5
1943.....	2,561	19.0	575	22.4
1944.....	2,804	20.5	658	23.5
Preliminary				
1945.....	2,600	18.6	625	24.0

\*Average values estimated here for the industry differ slightly from values listed in other tables in the same report which are based on actual reports of those manufacturers who participated in each annual survey.

dwindled in 1944 to less than five percent of poundage and less than three percent of the year's sales.

#### **Packaged Goods Sales Increased**

Package goods designed by the manufacturer to sell at \$1 or more per pound at retail increased to more than nine percent of manufacturers' dollar sales in 1944, twice the relative share of the market held by this type of goods in 1941.

Further interesting facts concerning bar goods sales are given in the following discussion of the types of bar goods sold during 1944.

Five-cent candy bars sold by 88 identical manufacturers reporting bar goods sales in 1943 and 1944 indicated that their nickel lines represented about 90 percent of the civilian types of bar goods marketed in either year.

While nine producers each selling more than \$5,000,000 worth of bars wholesale per annum concentrated their bar sales in the five cent bar class and accounted for about two-thirds of the nickel bars sold, smaller-scale bar-goods producers usually showed the same or even greater preference for the five-cent bar as compared with bars in any other price group.

The year 1944 witnessed a great increase in the production of military-type chocolate ration bars, nearly 83,000,000 pounds of such goods being reported by seven firms. The volume of these military goods supplied to the Government was approximately the same as the quantity of civilian-type bars marketed outside the five-cent class.

Bars reported in the two-for-25-cents retail price class have ranged from 35,000,000 to 55,000,000 pounds annually since 1940.

Formerly, the volume of dime bars reported was consistently below 10,000,000 pounds per annum, but during 1944 some makers of five-cent bars entered or expanded their operations in the 10c field. In 1944, reports from seven firms in this field showed sales of more than 35,000,000 pounds of bars sold in the 2-for-25-cents group, which were somewhat diminished compared with 1943.

#### **One-Cent Bars Decreased**

One-cent bars, which five years before had included more than 60,000,000 pounds of candy providing about 40 companies with more than \$8,000,000 worth of business per annum, in 1944 were reported in the sales of only 13 manufacturers and included less than 7,000,000 pounds of goods valued at about \$1,300,000.

Reports received from 352 confectionery manufacturers cooperating in the 1944 survey indicated that 129 of these included in their lines varying amounts of plain goods (candies whose basic ingredients are sugar, corn syrup, starch, and flavoring materials). Their reports showed that in 1944, plain goods constituted about 19 percent of all candy sold and accounted for about 14 percent of the wholesale value of sales.

Among the 129 manufacturers marketing such lines, plain goods included about 48 percent of their poundage but only about 38 percent of their dollar sales, the remainder of their goods consisting of other lines with more diverse ingredients and averaging nearly 10 cents per pound higher in value than the wholesale value of their plain goods.

Solid hard candy included more than 40 percent of the poundage produced and upwards of 50 percent of the dollar value of plain candy sales. It is the dominant item, especially in terms of sales value, being sold in the Five and 10-cent Hard Candy field.

Gum work and jellies, the lowest priced of the plain goods, made up about 25 percent of plain goods poundage and lozenges about five percent.

The amounts of returned goods reported by individual manufacturers were usually nominal and in most instances probably represented unfortunate accidents rather than consistent patterns which were once discernible for some types of manufacturers. Penny-goods houses showed the highest ratio of returned goods in 1944 (0.24 of 1 percent.) In prewar years, penny-goods houses consistently showed the lowest ratio of returned goods (about 0.4 of 1 percent) at a time when package goods houses had the highest ratio (1.53 percent in 1938.)

As in past years, the highest ratio of returned goods to total sales was sustained among the smaller manufacturers, the proportion of output returned by consignees diminishing from nearly 0.2 of 1 per cent for companies doing less than \$500,000 worth of business per annum to one-fourth that rate for companies with annual sales of \$3,000,000 or more.

#### **Distribution Channels Change**

The channels through which candy manufacturers disposed of their production in 1944 were considerably changed from both the 1943 distribution pattern and prevailing in the preceding ten years.

About 23 percent of all 1944 production was sold by manufacturers directly to the Government, a factor in the market which has been measured only since 1942 when Government purchases amounted to about eight percent of total candy available. Additional candy went to the Government through jobbers, who for two decades or more have been the candy industry's leading outlet.

Twenty years ago, the candy wholesaler (jobber) disposed of about half of manufacturers' output. In the "Thirties," when one of the candy industry's problems was to move goods, jobbers were sold an even larger portion of candy output, handling just under 61 percent of manufacturers' sales in 1937. From this level, the jobber's share of candy distribution slipped, slowly at first, then to about 50 percent of manufacturers' sales in 1942 and to 40 percent in 1944.

Chain stores, which a number of years past displaced independent retailers as the second largest manufacturers' outlet, lost this leadership back to the independents in 1944 for the first time since 1930, the last previous year in which manufacturers allocated a larger portion of their sales to independents than to chains. In the "Twenties," independents bought two to three times as much candy from manufacturers as did the chain store organizations. This position was subsequently reversed, an extreme being reached in 1941 when chains accounted for more than 21 percent of manufacturers' sales while the independents' share was less than 12 percent. Standings were changed again in 1944 when manufacturers made 18 percent of their sales to independents and less than 15 percent to chains. Of 1944 sales to chains, about one-third were to grocery chains and the balance to other types of chain stores.

#### **Ingredient Cost Estimated**

To produce candy valued on the wholesale level at \$658,000,000 during 1944, confectionery manufacturers spent an estimated \$286,317,000 for ingredients. These purchases of materials for candy manufacture represented only goods as recently as 1939. The value of manufacturers' sales of candy in 1944 signified the addition of about \$372,000,000 to the value of materials processed in candy making establishments.

As might be expected, cane sugar was the largest single item used in candy production, about 823,000,000 pounds being used during 1944, approximately 220,000,000 pounds more than in 1943. This increase more than compensated for the 46,000,000 pound decrease in the

use of beet sugar, a circumstance attendant on the sub-normal production of beet sugar in 1943 and 1944.

Over 750,000,000 pounds of corn sweeteners, notably corn syrup, were used in 1944, little change being evident from the 1943 consumption of such materials owing to limitations on supply.

Use of chocolate and cocoa products increased during 1944, with the exception of light-sweet coatings which showed a decrease of more than 7,000,000 pounds while use of chocolate coatings generally increased about 14,000,000 pounds.

Consumption of eggs, milk, and creamery products as well as of vegetable oils and shortenings also gained. Fruits, however, of which more than 13,000,000 pounds were used in 1942 and nearly 10,000,000 pounds in 1943, dropped off slightly.

Almost two-thirds of the 21,000,000 pound increase in the consumption of nut meats during 1944 consisted of peanuts while the use of almonds gained by more than 5,000,000 pounds.

The cost to manufacturers of ingredients used in confectionery manufacture has edged upward, rising from 7.7 cents per pound in 1942 to 8.5 cents in 1943 and 8.9 cents in 1944.

In a few instances, notable advances in costs were reported during 1944. The average cost of dates reported by candy makers went from 20.9 cents per pound in 1943 to 33.9 cents in 1944, a rise which was accompanied by a considerable decrease in the volume consumed.

On the other hand, a rise of nearly nine cents per pound in the cost of almonds was concurrent with a sizeable rise in almond consumption. Use of cashew nuts and walnuts showed only minor variations in 1944 from 1943, although the average price paid for cashews went up more than 8 cents per pound and walnuts advanced more than 11 cents.

Illinois, the largest candy manufacturing State of the Nation, turned out more than one-fourth of all confectionery produced during 1944. Reports from 44 companies (an incomplete coverage of the State) showed an output of more than 786,000,000 pounds of candy by the reporting Illinois firms in an estimated national production of 2.8 billion pounds.

Pennsylvania stood second on the list of producers with a volume of 421,000,000 pounds of candy reported by 47 companies, the largest number of manufacturers reporting from a single State. The greatest rate of increase in confectionery manufacturers' output also appeared in Pennsylvania where goods included in 1944 sales were of nearly 21 percent greater poundage than in 1943.

New York and Massachusetts were the only other States reporting output of more than 100,000,000 pounds of candy during 1944 and combined reports from the four leading States mentioned indicated that more than 55 percent of national candy production occurred within their borders.

## Wilson Candy Plant Expands

*Staff Writer, The Manufacturing Confectioner*

With the purchase, early in October, of a building at 1158 Sutter street, San Francisco, Ernest Wilson, head of the company of the same name, enters into the first step of a post war expansion program. The newly acquired structure, consisting of two stories and a basement, will be remodeled to accomodate the Wilson factory, now located at 333 Fifth street, San Francisco, and an additional retail store. Work is scheduled to begin early in

November, and Mr. Wilson hopes to be in the new quarters in February or March 1946.

Considerable new general equipment, thoroughly modern design, has already been ordered for the Sutter street plant, consisting of three new wrapping machines, fire mixers, steel slabs, drop forms and rollers. The present battery of revolving pans will be enlarged. A section of the factory will be equipped to make hard candies, a new line for the Wilson Company. Area of the plant is 18,000 square feet, and the new installations will provide facilities for increasing production five times beyond that of the present factory.

The opening of the retail shop will give the company two stores in San Francisco. Other Wilson retail outlets are located in Palo Alto, Sacramento and Fresno, California. Plans call for modernistic treatment for the shop, which will be devoted exclusively to the sale of candy.

## Producing Moulded Chocolates

Another new line which the company is producing is moulded chocolates with soft cream fillings. So far as is known, Mr. Wilson is the only Western manufacturer making this specialty. At present five shapes and centers are being produced, but the plant is waiting for the shipment of a number of other molds, and will increase the shapes to twelve or fifteen in number as rapidly as forms are received. Mr. Wilson and his candymakers have developed a wide variety of fillings and flavors for this type of goods.

After removal to the new quarters, the company plans to produce its "Rarebit" chocolate packs, caramels and toffees for wholesale distribution. The "Rarebit" pack is a choice chocolate assortment, while Wilson caramels and toffees are widely known in Northern California for their unique flavors and delicate texture. Prior to the war, a beginning was made in producing these items for general sale and distribution. During the war years, it was not possible to continue this effort, but with the facilities of the new plant and the now vastly increased Western market, the prospects for developing a profitable volume in the chocolates, caramels and toffees seem highly favorable.

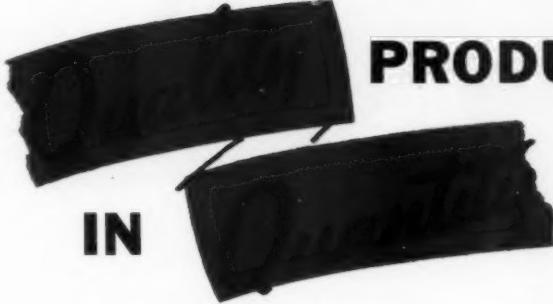
Always a man to put every possibility to the uses of publicity and advertising, Mr. Wilson has instructed his architect to lay out and finish the Sutter street factory so that it will be attractive to the public eye. Definite days in the week will be set aside on which customers and the public will be free to go through the plant and see for themselves every operation in making hand-dipped chocolates, Wilsonettes, moulded goods, marshmallows, jellies, hard candies, chewy candies and other items in the Wilson lines.

## Factory Is Centrally Located

As the new factory is in a centrally located neighborhood shopping district, easily reached from all points of the city, it is well situated for this purpose, and the regular inspection days will serve two ends: to create customers and prestige for the firm's goods, and to give the public a working knowledge of candy, the ingredients and care that go into it.

Captain Carl Wilson, youngest son of Mr. Wilson, Sr., who was associated with his father before going into the army, was, at this writing, stationed in Panama. Both father and son hoped that he would return to San Francisco and obtain his discharge from the service very shortly, so that he would be able to help with the work of moving into the new factory and getting it into heavy operation.

# Midlands CONDENSED MILK

A  PRODUCT  
IN  PRODUCTION



"Quality" . . . so usually synonymous with "a few" . . . and "Quantity", often associated with somewhat lower standards . . . are two things difficult to combine! In becoming a leading supplier of quality Condensed Milk in very substantial "bulk" amounts Midland renders a unique and invaluable service. Over a period of time Midland has earned an enviable reputation for reliable performance.

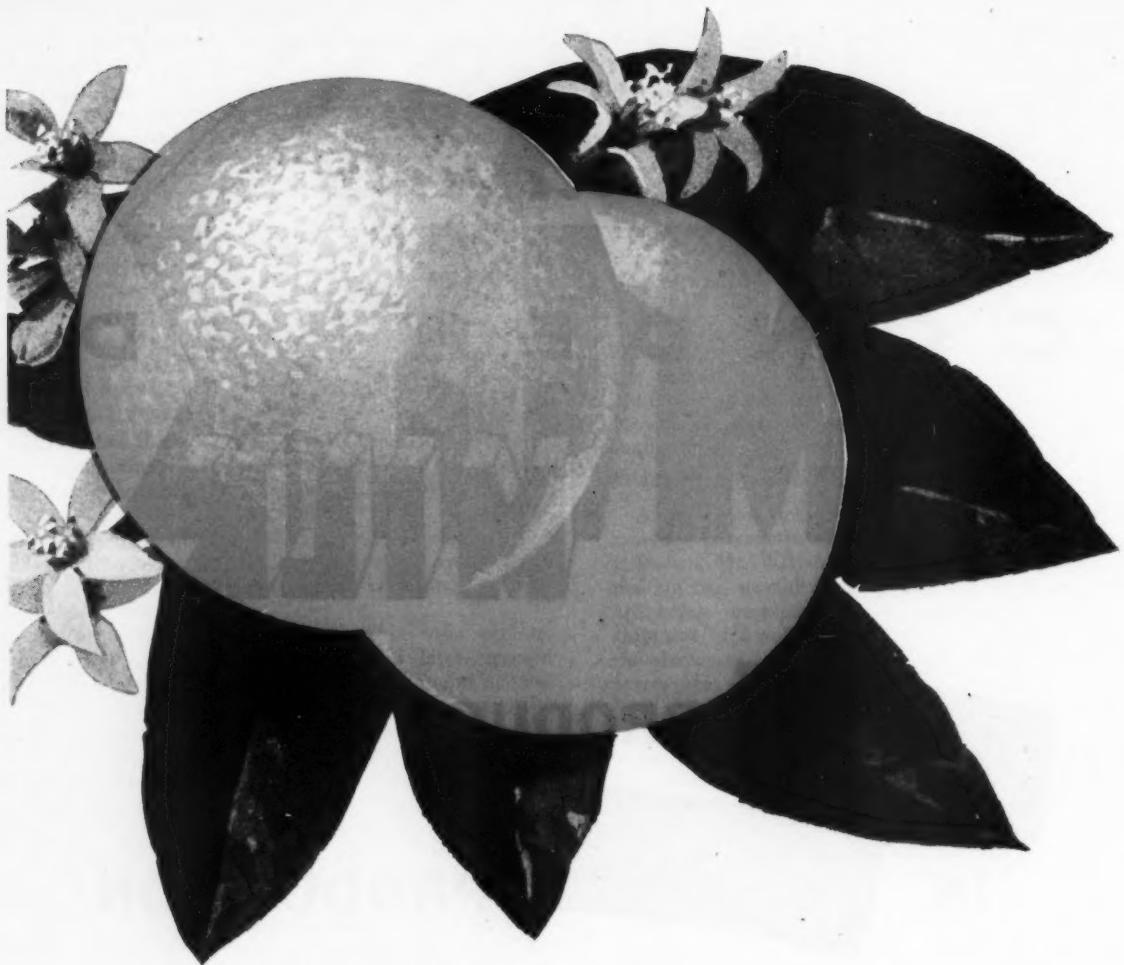
TODAY'S UNUSUAL DEMANDS. Many producers of Ice Cream have long relied on Midland for the huge supplies they need of *high quality* Condensed Milk. Because of its high sugar and butterfat content Midland Milk has recently been even more in demand. Little wonder that a constant combing of the Nation's best resources for additional milk supplies of unquestioned quality is a major Midland job today! If your requirements can be predicted far ahead . . . please advise Midland as early as possible. That will help.

## Midland Farm Products

700 N. Michigan Avenue - Chicago 11 - Superior 1458    170 Broadway - New York 7, N. Y. - Rector 2-1576  
833 Market St. - San Francisco 3, Calif. - Garfield 7488

for January, 1946

page 17



## You can't afford not to use it!

The flavor you put in your product is the *decisive ingredient*. For flavor is what the consumer buys. He judges *quality* by taste. Exchange Oil of Orange gives you more *real orange flavor*, drop for drop or pound for pound, than any other orange oil. That's why more leading American manufacturers use it.

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*Distributors for:*  
**CALIFORNIA FRUIT GROWERS EXCHANGE**  
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Compare Exchange Oil of Orange with any other offered. Give it all your tests for *quality, uniformity and strength*. Then you will buy Exchange Brand.



# Employee Relations and Benefits

*The Manufacturing Confectioner* asked several companies to send in information concerning their employee benefit plans and this information is presented in condensed form in this article. More and more businesses are turning to these plans and it would seem that they are producing desired results in better relations between labor and management. It was, of course, impossible to present more than just a very few of the plans in operation but those discussed will indicate a general pattern that is being followed.

"Management, with its multiplicity of problems, is often prone to look upon its labor supply as a commodity and to forget that it is composed of human beings who have the same hopes and ambitions and the same financial and domestic problems that their employers have. An Industrial Relations Department may assist in determining for Management what is on the minds of employees, but Management must be deeply conscious of its obligations to its employees." This statement was made by Mr. Ivan F. Baldus, for 17 years with Mars, Inc., Chicago, who gave a talk entitled "Employee-Employer Relations" at the N.C.A. Conference in Chicago last June.

The subject of employee-employer relations and of employee benefits are ones that deserve the great amount of attention that they have been getting. Many large industrial companies have studied out and acted upon the principle that greater benefits accrue to both Management and Labor if there is a sharing of Company income.

The candy industry is taking long steps ahead in this field both as a result of work done by the national associations and by that done by individual companies. The purpose of this article is not to go into great detail about what can be done or even what has been done, but rather to bring together, in summary form, information on the work that has been done by a number of candy companies in proving that "Management is deeply conscious of its obligations to its employees" as mentioned by Mr. Baldus above.

In a communication to employees of the Brown & Haley Company, Tacoma, Washington, Mr. J. C. Haley, president, outlines that company's plan of protection for its employees:

"At the present time, the Social Security Act provides you with old age incomes, survivor benefits, and unemployed benefits. Hospital bills and doctors' care are taken care of under the Pierce County Medical Association contract, if you subscribe to it, which we highly recommend; and Workmen's Compensation covers you for accidents which are sustained during working hours in the operating department. (For participation under the sickness and accident insurance, an employee must have been with the company three months.)

"We all know that when death occurs it is very important that there be a reasonable amount of money immediately available. We also appreciate that when disability, which may result from either sickness or non-occupational accident, occurs, income ceases, and it often causes considerable expense.

"In appreciation of your loyalty and cooperation we are very pleased to announce that each of you who has been with us three months or longer will be covered under a sound and liberal Group Insurance Plan, which will, to a considerable extent, take care of such emergencies. The entire cost of this new program will be paid by Brown & Haley." "Employees who have been with the

company five years are eligible for the retirement benefit plan." Only employees are allowed on the board governing benefits.

Gum Products, Inc., recently adopted a pension and death benefit plan to provide retirement benefits for all eligible employees of the company and financial protection for their families in the event of death.

All employees excepting salesmen are eligible to participate in the plan provided they are at least 25½ years of age and have had at least two years employment with the corporation, or if they are 35½ years of age and



Mrs. Amelia Davids, Bunte Brothers employee, is presented with a diamond studded pin by Mr. F. A. Bunte, in token of the company's appreciation of her long and faithful service.

have had at least one year of employment. In case of employees in the armed forces, such military service will count as full-time employment as long as such service continues. However, if the employee should not resume employment with the Corporation within six months after being discharged from such service, all participation under the plan shall terminate.

The pension for each participant will be an annual income equal to 40 per cent of his annual earnings when he becomes a participant. In the event of the death of an employee after retirement, death benefit payments will be continued to a designated beneficiary until 10 years have elapsed from the date of retirement.

For each employee able to qualify for life insurance, the plan provides such insurance in addition to his pension. The cost and responsibility of the entire plan rest with the employer and the employees pay no part of the cost.

An employee of the Gum Products Company may retire at any time before the Normal Retirement Date with the consent of the Committee, provided such retirement is due to the disability of the employee or other situation of extreme hardship necessitating such retirement; and the employee shall receive such benefits as may be

available under the insurance contract provided for such employee.

Mr. H. R. Chapman, New England Confectionery Co., Cambridge, Mass., outlined the Salesman's Compensation Plan, used by this company, at the January 3, 1945, meeting of the American Management Association in New York City.

He said, "It is the intention of the management to guard against setting quotas that are so high that it would be unreasonable to expect attainment, and on the other hand, so low that they can be achieved without at least average effort. Quotas, therefore, will be based primarily upon past performance in each territory, although consideration will be given to factors such as general and specific business conditions, nature and extent of competition, whether you have detail assistance and advertising, and your present proportion of sales of 'A', 'B', and 'C' items. Quotas will be established on a quarterly basis and bonuses earned during that quarter will be paid shortly after its close."

The salesman starts earning his bonus as soon as he has exceeded 90.1 per cent of his quota. He is paid as follows: ½% on 90.1 to 95% of his quota attained; 1% on 95 to 100% of his quota attained; and 2% on any amount over 100% of his quota attained.

The above examples of employee benefits that are being set up by confectionery manufacturers are only a very small percentage of those in the industry but they are fairly representative of the planning and thinking that is being done along these lines.

The Curtiss Candy Company in Chicago is operating a profit-sharing, retirement-income plan and a pension plan for employees. Among other things, the Mars Company has set up an employees' recreation center for swimming, etc., which is proving very popular with the employees.

Industrial health, another of the employee benefits which is proving to be such an important part of every larger company, was discussed at the June, 1945, Chicago Conference of the N.C.A. by Dr. Frank L. Smith, medical director of the Western Electric Company, Chicago. He said that a definite program of preventive medicine is advisable, which should start with a pre-employment examination. A study of the Western Electric records showed that actually 43% of the personnel had 50% of the sickness and 13% had the remaining half. About 16% of the plant personnel were responsible for 60% of all absences for illness of less than eight days. The company found it worth while to set up a program for the prevention of sickness.

A trained personnel interviewer in the medical division explains the nature and purpose of the health program to the employee. All information is confidential and is prepared for the company physician who then discusses his findings with the employee and refers the individual to his own doctor or dentist for whatever attention is necessary. This program has decreased the sickness rate 40 percent. "The future of medicine in industry," says Dr. Smith, "is preventive medicine."

At least part of the answer to future solving of poor employer-employee relations depends to a great extent upon benefits of the nature discussed in this article, which are set up in a spirit of helpfulness and good faith by the company. Good workers are the company's greatest asset; therefore, their needs and problems should be given at least as much attention as the materials and equipment used in the plant.

#### Mars Management Reorganized

W. L. Kruppenbacher was elected President of Mars, Incorporated and Chairman of the Board of Directors

at a recent board meeting of that company. H. H. Hoben was elected Executive Vice President. He also will continue in his present capacity as General Manager and Secretary. Other officers of the company who continue in office are Mrs. P. M. Feeney, Vice President; G. B. Hurley Treasurer and Financial Director; A. S. Hager, Assistant Secretary; P. H. Sterns, Assistant Treasurer; and Claude R. Miller, General Counsel.

R. E. Kilbourne and H. F. Zoelck were elected to the Board of Directors to fill vacancies created by the death of Mrs. E. V. Mars, and the retirement of C. R. Brandon. Other members of the board are W. L. Kruppenbacher, H. H. Hoben, Mrs. P. M. Feeney, G. B. Hurley, V. H. Gies, G. W. Anderson and P. J. Benson.

H. H. Hoben announced the promotion of V. H. Gies to be Director of Sales and Advertising; G. B. Hurley announced the promotions of H. F. Zoelck to the position of Comptroller, and J. B. Beck to the position of Credit Manager; and V. H. Gies announced the promotions of L. R. DeRosia as Western Sales Manager, and B. A. Bouchard as Eastern Sales Manager.

• **The Leaf Gum Company** announced the largest expenditure for advertising in its history at its first annual sales convention held in the Hotel Continental, Chicago, in mid-December. This two-day meeting, under the direction of Paul R. Trent, Director of Sales and Advertising, was attended by territory managers and sales representatives from practically every state in the union since the present Leaf Gum organization is now distributing throughout the 48 states. Leading the company's plans will be the continuation of the Leaf Gum "Tin Pan Alley of the Air" now being heard over the entire NBC network; plus a regular schedule of ads in 23 of America's top ranking magazines; and additional advertising to trade and consumer alike is also planned.

• **National Candy Company**, has named Karl Hughes manager of the Kansas City branch succeeding Al Gentz, former manager, recently transferred to St. Louis as Merchandising Manager of Consolidated Factories. Mr. Hughes, for the past three and one-half years has served with the United States Army, spending twenty-nine months overseas in the South Pacific.



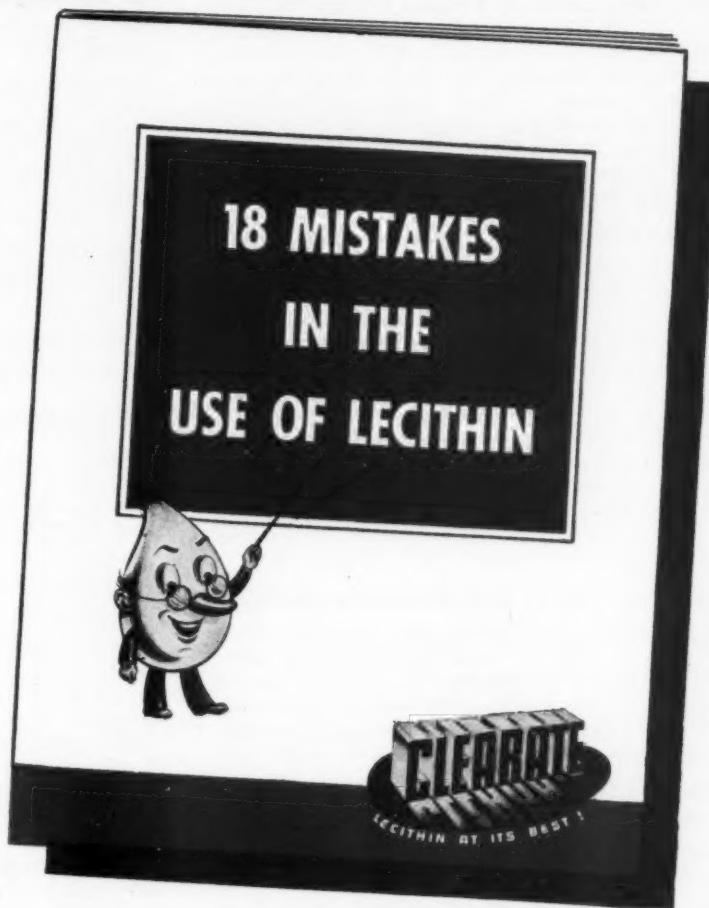
W. L. Kruppenbacher



H. H. Hoben

# THIS FREE BOOKLET can save YOU money

- Helps You Get the Most from Lecithin
- Tells Where, When, Why and How to Use Lecithin
- Exposes "Bunk", Blasts Misconceptions
- Contains Ready Reference Chart That Should Be in Every Shop



Here is actual on-the-job information designed to help you avoid pitfalls in the use of lecithin. Items 1 to 5 cover common mistakes made by confectioners and there are also a number of related items. Item 18 gives tips on storing. Reference chart covers 32 products, tells amount of lecithin to use, time of addition, condition of batch; and details the results to look for.

You make no mistake when you choose Clearate, the premium high quality lecithin whose close laboratory control assures high uniformity. Unlike some lecithins, Clearate has a soft consistency and is fluid at normal temperatures. Thus, it readily disperses and requires no pre-mixing. Use Clearate when you apply these instructions. Then, you can't go wrong.



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# TECHNICAL LITERATURE DIGEST

## Brazil's Sugar Industry

*Hubert Maness and U. H. Williams, Foreign Commerce Weekly, Vol. 19, No. 2 (1945)*—Brazil now produces around 1,500,000 tons of sugar annually, most of which is for home consumption. The origin of the industry, formation of National Institute during the depression years, alcohol production, management and labor, varieties of cane, operation of the mills, transportation problems, consumption, stocks, legislation and outlook for the industry are covered.

## Technical Advances in the Production of Dried Egg

*E. C. Bate-Smith and J. R. Hawthorne, Food Manufacture, Vol. 20, No. 8 (1945)*—Three years of experience (in Britain) have given users ideas of virtues and limitations of spray-dried whole egg. The storage life of dried egg has been studied. Tasting tests evaluate flavor. Solubility and fluorescence tests correlate flavor tests. Low moisture and controlled fermentation (removal of glucose), the addition of anti-denaturant and anti-oxidant, pasteurization, and correct packaging are factors indicated as necessary in making an improved product. Evaluation of color of dried egg is discussed. New types of dried egg as sugar-dried egg and mixed egg and milk products are discussed.

## Mold Mycelia Count As An Index of Butter Quality

*P. R. Elliker and B. E. Horrall, Jour. of Dairy Science, Vol. 28, No. 7 (1945)*—Organoleptic grades of butter appeared fairly uniform throughout various seasons of year—slightly poorer quality butter appears to be made in the fall. Mold mycelia values did not correlate closely with organoleptic grades over various seasons of the year.

## Ascorbic Acid Oxidation a Key Factor in the Inhibition or Promotion of the Tallowy Flavor in Milk

*Vladimir N. Kruckovsky and E. S. Guthrie, Jour. of Dairy Science, Vol. 28, No. 8 (1945)*—Ascorbic acid oxidation in milk during low temperature storage is an essential link in a chain of reactions resulting in development of tallowy flavor. The reaction which produces tallowy flavor could be inhibited by quick, complete photochemical or chemical oxidation of ascorbic acid in milk to dehydroascorbic acid prior to its pasteurization and storage. Partial oxidation of ascorbic acid stimulates development of tallowy flavor.

## The Acid Hydrolysis of Lactose and the Preparation Of Hydrolysed Lactose Sirup

*G. A. Ramsdell and B. H. Webb, Jour. of Dairy Science, Vol. 28, No. 9 (1945)*—The factors involved in the acid "inversion" of lactose are investigated. The solubility of mixtures of glucose and galactose have been studied and methods for the production of hydrolyzed lactose sirups have been devised. Hydrolyzed sirup was needed; good results were obtained in products such as ice cream mixes, candy, sweet baked goods and fruit been tried in food products where sweet sirups were whips.

## Some Observations on the Keeping Quality of Spray-Dried Whole Milk Stored at Room Temperature

*J. H. Hetrick and P. H. Tracy, Jour. of Dairy Science, Vol. 28, No. 9 (1945)*—Data is given on the keeping quality of whole milk powder processed in a manner

favoring good keeping and stored in air and nitrogen for 375 days at room temperature. In general, all gas-packed samples remained satisfactory during storage period, while those packed in air were unsatisfactory.

## Solvents for the Flavor Industry

*Morris B. Jacobs, The Amer. Perfumer, Vol. 47, No. 10 (1945)*—Glycerol, propylene glycol, triacetin, isopropyl alcohol, monoethyl ether and edible oils are discussed. There is no single solvent suitable for all purposes.

## Aldehydes for Flavors

*Morris B. Jacobs, The Amer. Perfumer, Vol. 47 No. 11 (1945)*—A discussion of the importance of aldehydes in flavors is given with a classification. A description of important aliphatic aldehydes is given.

## Use of Aldehydes for Flavors

*Morris B. Jacobs, The Amer. Perfumer, Vol. 47, No. 12 (1945)*—The terpene and aromatic aldehydes comprise the most versatile flavoring components available. These are described.

## A Course in Confectionery

*Ernest J. Clyne, Confect. Prod., Vol. 11 (1945)*—This series takes up in No. 1, Introduction to beginners in the art; No. 2, a discussion of sugar, sources and kinds, strong and weak and inversion; No. 3, a study of sugar solutions, hygrometers and boiling phenomena; No. 4, grain control, over inversion and glucose as a doctor; No. 5, effect of doctors on mixtures of sugar and water, boiling methods, open fires, open steam pans, vacuum steam pans and continuous cookers; No. 6, a discussion of water as a raw material, minimum utensils required and discussion on fondants and creaming machines; No. 7, how to make low-boiled goods, use of gelatin, agar agar, pectin and gum acacia and an understanding of raw materials; No. 8, uses of starch, albumen and a discussion on sterility of products, touching on fermentation.

## 10 Degrees Cooler Inside

*Mac Torbett, Food Industries, Vol. 17, No. 10 (1945)*—Fifteen fans mounted in penthouses on the roof of Bob's Candy and Peanut Co., Albany, Ga., change the air in the working area once every 40 seconds and lower the temperature 10 to 15 degrees.

## Why Moisture in Peanuts Should Be Controlled

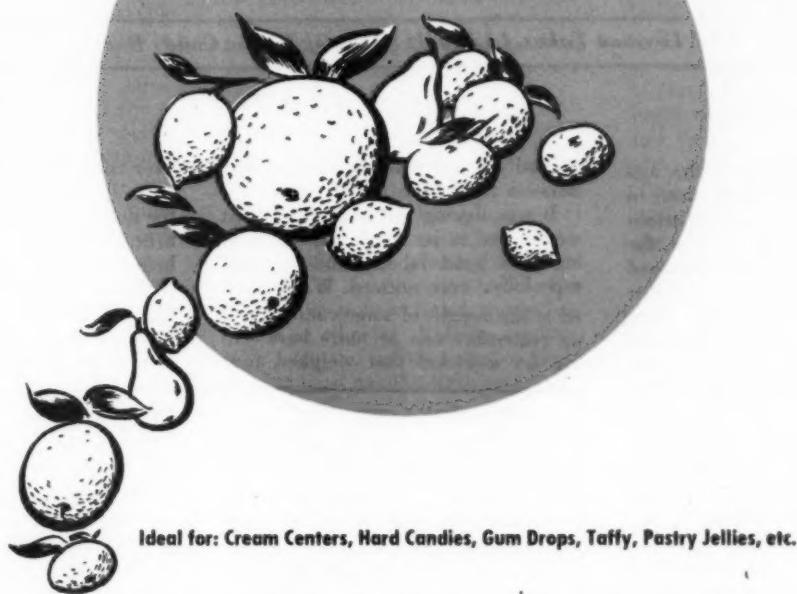
*J. G. Woodroof, Food Industries, Vol. 17, No. 11 (1945)*—If too high, moisture may cause more deterioration than rancidity or insect infestation. The results of experiments in curing, storing and processing peanuts under different humidities and by varying methods are given.

## Sanitary Candy Manufacture

*Walter H. Eddy, Food Industries, Vol. 17 No. 12 (1945)*—A summary, basically, of the 18 specifications on sanitation of the New York City Board of Health. (These were presented at the NCA convention in New York City, June 1943).

CITRUS FRUITS

SOURCE OF SUN-LOCKED FLAVORS

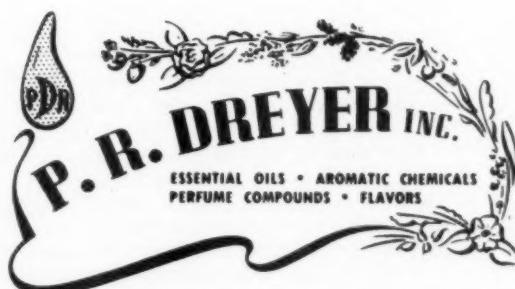


Ideal for: Cream Centers, Hard Candies, Gum Drops, Taffy, Pastry Jellies, etc.

Whether you prefer the luscious fruit of the sunny South, the wholesome flavor of the Golden West, or the exotic tang of far off lands, Dreyer skill and universality reaches out into every source. You may have your choice of authentic essential oils, their concentrates and emulsions distilled from the fresh fruit tangerine, lemon, bergamot lime, orange, mandarin brought to you from every corner of the globe.

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BOSTON HAROLD H. BLOOMFIELD  
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119 WEST 19th STREET • NEW YORK 11, N.Y.

# Candy Bars Come Marching Home

AFTER FOUR YEARS OF WAR  
OLD FAVORITE LINES ARE  
AGAIN APPEARING ON  
CANDY COUNTERS

*A Layman Takes A Look At Some Of The 5c Candy Bars*

By C. ANDY BARR

Roughly, it was twenty years ago when candy bars first came to the writer's attention. Then, a certain lunch counter of a factory in the Rocky Mountain section displayed two makes of bars; one selling for a dime and one for a nickel. Both were good, as the writer recalls. Both must have been well received by the public as both are still being marketed.

Twenty years ago, the writer would not have dreamed that the candy bar would emerge as a big item in 1945. While, obviously, the new concoction had something to offer in the way of convenience, it must be remembered that packaged and bulk candies were profusely displayed. These were considered to be of better quality than the new intruder, perhaps, because, they were standard. Back, twenty years ago, munching on street cars and in public was considered bad taste, circus days being an exception. We were a bit stiff in those days.

The writer has watched candies through the years. Being a lover of what is so aptly termed "Delicious Food," the buying and eating of confections became somewhat of a hobby. So, it was but natural to watch the growth of the candy bar. And during the Great Depression, the writer saw candy bars come into their own. Family incomes were curtailed and too often extinguished; it was necessary to cut down on all but the essentials of food. We, the public, have long held that candy, ice cream, and bakery items such as cakes and cookies can be necessities but when out of a job must be classified as luxuries. Fancy cakes and candies in gorgous packages were beyond our means. Here, the candy bar came to our rescue. And, through

necessity, we tried the lowly candy bars—a treat for a nickel.

It was during the hard years that we learned to be careful in our buying. We read labels; and weights, especially, were noticed. We marveled at the weight of some candy bars; we remember one or more bars selling for a nickel that weighed four

over one hundred different candy bars. It was a lot of fun to round up the number of bars mentioned in this article, 142 bars in all. The writer heard of *The Manufacturing Confectioner* and thought it would be fun to write his comments on candy bar collecting and rather dared the editors to put in type his comments.

**EDITOR'S NOTE:** This article caused much thought among the editors of *THE MANUFACTURING CONFECTIONER*. While we do not agree with all of the statements made by the author, we feel many of the arguments advanced are note-worthy and merit attention. The pages of *THE MANUFACTURING CONFECTIONER* are open to any bar manufacturer who wishes to discuss any of the statements made in this article.

The author spent quite a bit of time collecting the various makes of bars on the market during the year 1945. He sent us the labels and we have compiled the various charts appearing in the article.

While there are more than 150 different candy bars on the market, we believe those chosen are representative.

Naturally, it must be considered that no comments were made on taste tests of these bars. The author did not wish to infringe upon *The Candy Clinic*. However, many of the bars have been through the Clinic, and the results forwarded to the manufacturers.

*THE MANUFACTURING CONFECTIONER* has brought you many technical articles on candy, ingredients, and packaging over the years. This is a departure; we think you will enjoy hearing the layman's side.

ounces. Think of it, a whole pound of candy for twenty cents! Truly, a discovery to us who had considered candy a luxury food based on seeing fancy chocolates at one dollar and up (mostly up) per pound in the good old days. While we missed the fancy package, after all we never could eat the package.

Bars restored our faith in human nature. The world wasn't so tough and hard-boiled after all, for wasn't the candy manufacturer trying to give us the greatest value he could!

Early in 1945, there seemed to be a shortage of candy on the market. In a friendly wager, the author stated that in the year he could find

## Size and Shape

Bars of many types and shapes have been displayed. Whether the manufacturer knew what the public wanted, we often wondered. Great long-drawn out bars that would not fit into average-sized pockets bothered us. Bars so thick that we were unable to stretch our jaws enough to bite through annoyed us. Round bars just didn't seem to be logical; they belied the name of bar. Some weights varied, in fact, in collecting samples, we thought there were no two alike for a while. It is true that some few smart manufacturers have produced their bars in two or more

sections. The writer believes this to be outstanding merchandising but, of course, this solution may not be feasible for all types of bars.

Now, other industries have been trying to standardize their products for many years, why isn't it logical for the candy industry to follow suit? After all, Smith's canned peas and Jone's canned peas end up in a No. 2 can (the size, our family buys which is about 20 ounces). Chewing gum is made by several manufacturers, yet to the writer, there is remarkable uniformity of the various packages. Each manufacturer has achieved distinction in designing the label. But the candy bar people have to be different. One man puts out a four-ounce bar and his competitor a one-ounce bar.

Cans of peas differ greatly in quality but at least the packages or cans are standard. Why can't something be done to make candy bars more uniform? Have any tests been made on proper shape and size of a candy bar? The writer is mass-production-minded and believes a greater efficiency would be attained were some standardization procedure possible. Limiting factors could be the bulking of the ingredients, caramel being heavier than marshmallow per unit of volume.

There is a similarity between candy bars and autos. For years, the new model cars advertised increased horsepower and longer wheelbase. It looks like the candy men are following the gas buggy men: bigger bars—make them bigger. Perhaps, the sales managers believe the public demands bigness. The author doubts this and believes the weight is a secondary matter. Quality should be the first consideration. There are several one-ounce bars on the market which to the author are delicious candy bars and likewise several large, huge bars which are lacking in something. For goodness sake, Mr. Bar Manufacturer, give us a good nickel's worth.

During the bad years, we became accustomed to the nickel candy bar. While we still favor this price as against the higher priced bars, we are accustomed to the lower price. Popular magazines advanced in price some years ago and apparently, after a brief drop in circulation, regained the lost ground. But they either maintained their quality or improved it. The writer wants to point out that a nickel bar selling for a dime is just not acceptable. For a dime, the public will expect better merchandise. And possibly, for a dime, you bar makers should increase the weight above the average of a five cent.

#### Wrapping

If there is one thing, the writer dislikes, it is to have to have a can opener or a knife to open a paper package that is a candy bar. Paper milk bottles have punched out tabs to push in as do soap boxes. But behold the well wrapped candy bar, sealed on all sides; it defies opening. Why even the tightly wrapped packages of hard candies have easy opening devices!

Another dislike of the writer is the quantity of wrappings. Why do some bars need inserts and others just the outside wrapper? The so-called boats aren't so bad. The writer wants to eat his candy after tossing down his nickel and yet you manufacturers prevent him from doing so easily. Surely, the wrap is important to keep the product but not when it keeps the customer from enjoying the most delightful of foods, candy.

The candy bar wraps are in general up to the standard of boxes as regards attractiveness. Some labels are lavish and some are very plain and dull. Like boxed chocolates the fancy package does not mean better candy. While a beautiful label and package will help sell the first package, it will not sell the second, if the quality of the goods is poor.

A real service to the public is pos-

sible if some enterprising person could develop a non-stick candy bar wrapper. It is discouraging to buy a bar and find it practically impossible to separate the candy from the paper.

We enjoy eating candy bars at home. The many different types produced enable us to make up our favorite assortment of candies along lines of packaged assortments. We have found the nougat bars on the market better than the nougat pieces in the high priced boxes.

The little woman uses candy bars in making cookies and occasionally in other desserts. Some alert manufacturers advertised along these lines and their advice has been followed with good results.

Candy bars serve our family as dessert. The children like this idea and feel well satisfied. Most bars are easily sliced at the table.

The writer thinks many candy bars have outlandish names. It seems ridiculous for a man to enter a cigar store and buy a "Maiden's Kiss;" and "Sticky Goo," "General Mess" and "Ipsy Bity Doodle" give no indication as to what one is buying. Wright's Honey Nougat Bar may be too old-fashioned a name but the name does suggest the contents.

And as far as labeling of ingredients is concerned, we are just amazed at what constitutes a candy bar. Why a can of hash does not list as many ingredients as the average candy bar! Is it necessary to use everything available in the warehouse to make a simple candy bar?

The writer has enjoyed giving his views on the subject of candy bars. Solid chocolate bars have not been covered in this study. It has been an enjoyable experience to collect and sample many of the bars on the market. Naturally, some bars are better than others. There is still room for improvement. It is up to the bar manufacturer to produce

(Please turn to page 40)

#### The Homes of the Producers of These Bars are

California .....	10 bars	New Jersey .....	3 bars
Connécticut .....	2 bars	Ohio .....	2 bars
Illinois .....	49 bars	Pennsylvania .....	10 bars
Indiana .....	5 bars	So. Dakota .....	2 bars
Kentucky .....	1 bar	Tennessee .....	4 bars
Massachusetts .....	14 bars	Texas .....	14 bars
Minnesota .....	6 bars	Virginia .....	1 bar
New York .....	21 bars	Wisconsin .....	10 bars

Duplication exists as some companies have plants located in different states.

#### Classification of Names Follows

A— 3 bars	J— 3 bars	S—12 bars
B—18 bars	K— 4 bars	T—11 bars
C—11 bars	L— 5 bars	U— 1 bar
D— 5 bars	M—13 bars	V— 1 bar
E— 1 bar	N— 7 bars	W— 4 bars
F— 9 bars	O— 4 bars	Y— 1 bar
G— 2 bars	P—13 bars	Z— 2 bars
H— 5 bars	Q— 3 bars	
I— 1 bar	R— 3 bars	



## EDITORIAL



### H.R. 2390 vs F.T.C.

H.R. 2390, scheduled for hearing before the Committee of the House of Representatives on Interstate and Foreign Commerce this month, proposes changes in the Federal Trade Commission Act of particular importance to manufacturing confectioners. Introduced last February by Representative Reece, of Tennessee, the Reece Bill, as it is now known, would amend the Act so as to define the powers and duties of the FTC and "for other purposes." Taken all together, the proposed changes would help make the present quasi-sovereign arbiter of fair trade practices itself more fair.

Manufacturers will be relieved to note that the number one change the Reece bill would effect is that the degree of proof required to sustain a FTC order be changed from "findings supported by the evidence" to "findings supported by the preponderance of the evidence." Reviewing courts, at present, must uphold the Commission's order, if any substantial evidence upon which the order was based is disclosed.

Mr. Reece's second amendment proposes a ceiling on the aggregate penalties violation of a FTC order to cease and desist may entail. Present legislation can impose a maximum penalty of \$5,000 for each violation and sets no limit on the number of violations that may be counted. H.R. 2390 proposes to reduce to \$1,000 the penalty for an individual violation and to establish a \$10,000 maximum for all violations.

Change Three amends (as shown by the italics) the definition of false advertising to provide that "in determining whether any advertisement is misleading, there shall be taken into account (among other things) not only representations made or suggested by statement, word, design, device, sound, or any combination thereof, but also the extent to which the advertisement fails to reveal facts material in the light of such representations, *so as to prevent deception resulting from indirection and ambiguity, as well as from statements which are false.*"

Under Change Four labeling of foods, drugs, and cosmetics would be specifically defined to mean "all labels and other written, printed, or graphic matter (1) upon any article or any of its containers or wrappers, or (2) accompanying such article."

Food, drugs, and cosmetics would be exempt from FTC jurisdiction in cases where the Food and Drug Administration is empowered to act, by Change Five. Simultaneous action by both the FTC and FDA on the same case, as sometimes now happens, would thus be prevented.

The industry will find it advantageous to watch and study the progress of H.R. 2390 carefully.

### "A Bundle of Sticks . . . A Group of Men . . ."

A national association of wholesalers of confectionery has been formed under the capable, interim direction of such men as H. W. Loock and J. Roger Ozmon, Balti-

more; C. M. McMillan, Atlanta; Joseph Bianco, Detroit; and others who are leaders in their own territories and local associations. The purpose of this organization, which will elect permanent officers at an early spring meeting, is to form a strong national policy for wholesalers and to correlate the efforts of all of the local and sectional groups who are now doing such a good job in their own areas.

The problem of combatting the returned goods evil, of better ways to promote the sale of goods through sound merchandising practices as exemplified by the Detroit survey in 1945, of intelligent leadership in directing and backing beneficial legislation, are all paramount issues for the consideration of the national association. Individually, the local and sectional associations can do a certain amount of work to solve these problems but they cannot meet the broad general demands of national problems and national trends. Only a strong, central organization can accomplish such results. We are reminded of the story that was one of the classics in an early grade-school reader:

This story told of a man with nine sons. Upon sending them out to earn their own living, he wanted to impress upon them that together they could accomplish great things and that no person or problem could overcome them, but that individually they were relatively weak. He took nine sticks breaking each one easily . . . then nine sticks tied together in a bundle, which he could not break. Needless to say, the boys were convinced that in union there was strength.

Candy wholesalers recognize this fact too and are co-operating with the national idea. Realizing too, that only through good distribution methods can more goods be sold, the NCA is organizing a wholesalers branch designed to bring to that part of the industry, the benefit of the experience and background of years of successful association work and benefits among manufacturers.

Work being done by the NCA through its Council on Candy in educating the public to eating candy and considering it as a health-giving food has laid solid groundwork for the benefit of a national distributors organization which can capitalize on the greater public acceptance of candy by doing a better job of distributing.

### An "Old Custom" Revived

For the first time since 1942, a trade exposition is being held in conjunction with the NCA national meeting at the Stevens Hotel, Chicago, in June. The trade exposition was a war "casualty" and will be welcomed back with open arms. It is through such industry expositions that new ideas and new equipment can be shown to the industry. The combination of an exposition plus the same high-quality meetings that the industry has come to expect from NCA national meetings during the past years will make it worthwhile and even imperative that the whole industry support the program wholeheartedly in attendance and interest.



## THE INDUSTRY'S CANDY CLINIC HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus avail-ing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "pre-scriptions" of our clinical expert, are exclusive features of THE MANUFACTURING CONFECTIONER.

### *Assorted Packages and Christmas Items*

#### **The Candy Shopper**

Despite the heavy Holiday purch-asing there was a fairly large supply of candy available although not a great assortment. The Chicago area at least, found a wide variety of situations on the "candy front". Some stores had block long lines of customers waiting for their turn. Others were almost empty.

One retail chain had signs up in their various store windows to the effect that the quota for the day had been sold out. These signs usually appeared about noon. A famous department store in Chicago offered only hard candies, gums, jellies and other items of that nature. Creams or chocolate coated pieces were very scarce at all times.

There seemed to be quite a variety of Christmas novelty items with no restrictions on purchases. These items were on the usual order of a small box with a Santa Claus or Christmas motif and filled with hard goods. They were rather highly priced but were selling briskly. Many stores restricted purchases of creams and chocolate coated items, at least, to one box per customer. Some made the restriction one pound per customer. A few large boxes were seen occasionally in the three pound class and one five pound box was seen.

Candy bars were available in quantity on most Chicago candy stands and in at least one Chicago railroad station, certain items were going at three bars for ten cents—

reminding us of the pre-war days.

On a recent trip through several small towns in Southern Wisconsin, a lot of bars were seen on candy counters but very few packages. Many of the bars were of the Texas pecan and other types from that area. Many of them were not edible to anyone who had had the pleasure of eating some of the old favorites which are reappearing on the market.

There were very few actual Christmas packages seen in Chicago candy stores. Some stores wrapped their own regular packages in Christmas wraps. One retail manufacturer did manage to put out a special Christmas box. Crowds in most cases, were very orderly and respectful of the other fellow's rights. A few stores solved the "next customer" problem by issuing numbered cards which had to be picked up as the customer came in. When the number was called by a clerk, the customer holding it was assured of immediate and complete attention. The system gave everyone an equal chance to be waited upon with a minimum amount of confusion.

#### **CODE 1A46**

##### **Assorted Toffees—1½ lbs. —No price stated**

(Sent in for Analysis No. 4458)

**Appearance of Package:** Good.

**Box:** Telescope type, street scene, Hansom cab and horse, buildings, etc., in colors.

**Appearance of box on opening:** Fair. Pieces wrapped in printed wax and cellulose wrappers.

**Colors:** Good.

**Texture:** Good.

**Flavors:** Good.

**Remarks:** Toffees had a good fresh taste and were in good condition. The last sample the Clinic examined, no doubt, had been kept in stock too long or had been in excessive heat.

The Clinic reports the analysis of samples as they are received. We have been in the candy manufacturing business for a long number of years and know it is possible for a good house to receive complaints from the consumer. There are a number of reasons for this, over which the manufacturer has no control. We have also made analysis of candies from the best houses and found the candies were not made to formula.

#### **CODE 1B46**

##### **Kiddy Candies—12 ozs.—70¢**

(Purchased in a retail candy shop, Chicago, Ill.)

**Appearance of Package:** Good.

**Box:** One layer, telescope style, Kiddie wrapper printed in colors, animals, clowns, etc.

**Appearance of Package on Opening:** Good. Bottom part of box wrapped in cellulose.

**Contents:** Necklace of wooden beads in various colors.

Red twine.

Large red and white striped hard candy stick, cellulose wrapper: Good.

## All Fruit Flavors

To meet your most exacting candy requirements Lueders has developed a complete assortment of imitation fruit flavors.



2½ ounces of these essences to 100 pounds of sugar faithfully reproduce the flavor of the corresponding fruit.



Established 1885

**George  
Lueders  
& Co.**

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New York 13

CHICAGO, 510 N. Dearborn Street  
SAN FRANCISCO, 56 Main Street  
MONTREAL, CAN., 361 Place Royale  
Repr. in Philadelphia and St. Louis  
Los Angeles and Toronto



Nut hard candy wafers: Good.  
2 Pops, cellulose wrapped: Good.  
2 cellulose bags of assorted hard candies:

Colors: Good.

Gloss: Good.

Stripes: Good.

Flavor: Good.

Chocolate coated marshmallow Santa Claus: Good.

2 Small Hard Candy Sticks, cellulose wrappers: Good.

1 small package fruit chewing gum: Good.

**Remarks:** One of the best Kiddie boxes that the Clinic has examined this year.

### CODE 1C46

**Peppermint Cane—about 2 ozs.—20c**

(Purchased in a department store,  
N. Y. C.)

**Appearance of Cane:** Good. Cellulose wrapped.

**Size:** Small for a 20c seller.

**Shape:** Good.

**Stripes:** Good.

**Gloss:** Good.

**Flavor:** Good but not enough used.

**Remarks:** The best cane that the Clinic has examined this year. Suggest again as much flavor be used to give candy a good strong peppermint flavor.

### CODE 1D46

**Hard Candy Drops—no weight given**

(Purchased in a department store,  
N. Y. C.)

**Appearance of Package:** Good. Amber colored cellulose tube.

**Colors:** Good.

**Gloss:** None.

**Flavor:** Fair.

**Stripes on small cane:** Good.

**Flavor:** Fair.

**Remarks:** Very highly priced hard candy. Suggest a better grade of flavors be used.

### CODE 1E46

**Christmas Novelty—½ ozs.—20c**

(Purchased in a 5c and 10c store  
N. Y. C.)

**Appearance of Novelty:** Good.

Novelty is a double cardboard folding type Santa Claus printed in red, white and green, tied with red ribbon.

**Contents:** Two sugared balls, 6 small pieces of milk chocolate tablets wrapped in cellulose.

**Hard Candy Balls:** Partly grained, a very cheap flavor.

**Milk Chocolate Tablets:** Good.

**Remarks:** A neat and attractive novelty. Suggest a better grade of hard candy be used.

### CODE 1F46

**Assorted Chocolates—1½ lbs.**

(Purchased in a Retail Candy Shop,  
Chicago, Ill.)

**Appearance of Package:** Good.

**Box:** Two layer type, full telescope.

## Constructively Aggressive

A sugar brokerage service  
that proved its helpfulness to  
its customers in War Time  
can help you in Peace Time.

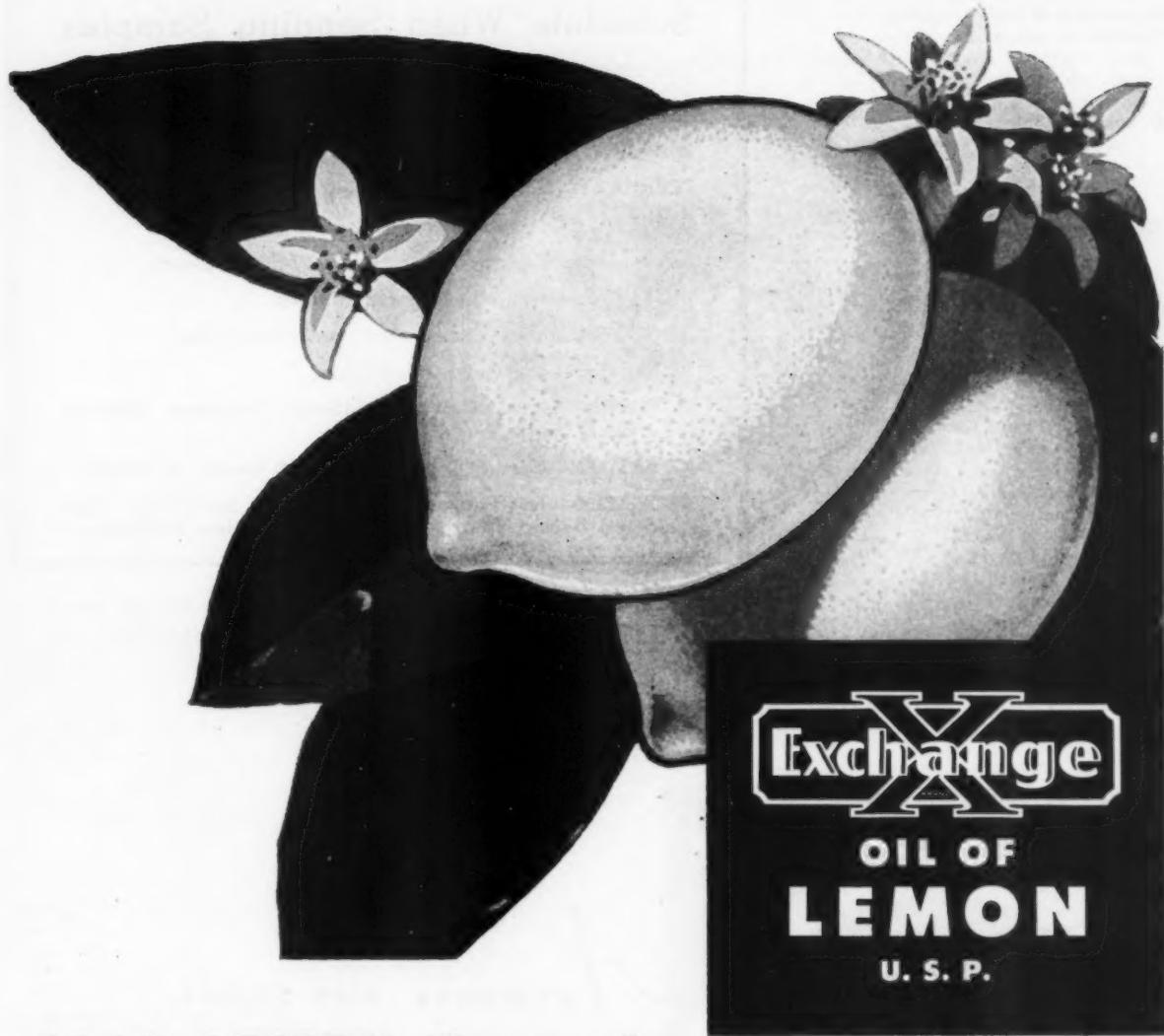
Yes!

**B. W. DYER & COMPANY**

Sugar Economists and Brokers

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Phone WH 4-8800





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**IT'S 4 TO 1 THE  
OIL IS EXCHANGE!**

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This overwhelming endorsement by the trade is your assurance that Exchange

Lemon Oil delivers flavor...clarity and uniformity not found in any other Lemon Oil.

*Distributed in the United States exclusively by*  
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*Distributors for:*  
**CALIFORNIA FRUIT GROWERS EXCHANGE**  
PRODUCTS DEPARTMENT, ONTARIO, CALIF.

*Producing Plant:*  
**EXCHANGE LEMON PRODUCTS CO., CORONA, CALIF.**

Buff color, printed in brown, panel of gardenias near top in green and white, board; sleeve paper Christmas wrapper.

**Appearance of box on opening:** Fair.  
**Number of pieces:** 25 dark coated, 4 light coated, 2 Bonbons, 4 sugared gum oblongs, 2 nut truffles, 4 unwrapped caramels.

**Coatings:** Light and dark.

Colors: Good.

Gloss: Good.

Strings: Poor.

Taste: Good for this priced candy.

**Dark Coated Centers.**

Vanilla Caramel: Good.

Lemon Cream: Dry and hard.

Maple Cream: Fair.

Orange Cream: Good.

Nut Carmel: Good.

Nut Chew: Fair.

Dark Cream: Could not identify flavor.

Chocolate Paste: Good.

Pink Cream: Could not identify flavor.

Pecan Top Vanilla Cream: Good.

Nut Cream: Fair.

Nut Cluster: Good.

Nut Truffle: Good.

Peanut Cluster: Good.

Mint Cream and Jelly: Good.

**Light Coated Centers**

Date: Good.

Chew: Good.

Cream: Could not identify flavor.

Fig Chew: Fair.

Unwrapped caramels: Fair.

## Follow This Candy Clinic

### Schedule When Sending Samples

The monthly schedule of the Candy Clinic is listed below. When submitting items, send duplicate samples by the 1st of the month preceding the month scheduled.

**JANUARY—Holiday Candies**

**FEBRUARY—Hard Candies; Chewy Candies; Caramels**

**MARCH—One-Pound Boxes of Assorted Chocolates**

**MAY—Easter Candies and Packages; Molded Goods**

**JUNE—Gums and Jellies; Marshmallows**

**AUGUST—Summer Candies and Packages; Fudge**

**SEPTEMBER—Bar Goods of all Types**

**OCTOBER—Salted Nuts; 5c-10c-15c-25c Packages; Different Kinds of Candies**

**NOVEMBER—Cordial Cherries; Panned Goods; 1c Pieces**

**DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages**

Bonbons: Good.

Gum Oblongs: Good.

**Assortment:** Good.

**Remarks:** Suggest a number of hard candy centers be added to improve

the assortment. Suggest that cream centers be checked, also some of the flavors as they are not up to standard.

Suggest a liner be used in the box.



**BUTTER All Grades**

**SHELL EGGS All Grades**

**FROZEN EGGS Single Cans  
to Carlot**

**A**NYWHERE, ANY GRADE,  
IN ANY QUALITY - LARGE OR  
SMALL . . . AT THE RIGHT PRICE

We are one of America's largest independent processing and marketing houses specializing in butter and egg products for the food manufacturing industry. Fox has a reputation for delivering the goods—the right kind at the right price—always. A trial order will convince you. Write, wire or phone for quotations.

**THE PETER FOX SONS CO**

1122 Fulton Market CHICAGO Ph: Monroe 7200

**A Quarter-Century Devoted To The Manufacture  
Of Fine Chocolate Coatings**



**Merckens Chocolate Co. Inc. Buffalo 1, N. Y.**

BRANCHES AND WAREHOUSE STOCKS IN  
BOSTON, NEW YORK, CHICAGO, LOS ANGELES, OAKLAND.

**CODE 1G46**

**Assorted Chocolates—1 lb.  
—\$1.25**

(Purchased in a retail candy shop,  
Chicago, Ill.)

**Appearance of Package:** Good.

**Box:** One layer extension bottom type red embossed in gold, seasons greeting bells and name in gold, tied with red ribbon, cellulose wrapped.

**Appearance of Box on Opening:** Good.  
**Number of Pieces:** 12 dark coated, 20 light coated, 2 foiled pieces, 2 crystallized creams, 1 pecan roll slice, 1 crystallized jelly oblong.

**Coating:** Good.

**Colors:** Good.

**Gloss:** Fair.

**Strings:** Fair.

**Taste:** Good

**Dark Coated Centers:**

Chocolate nut caramel: Fair.

Nougat: Good.

Mint Jelly and Cream: Good.

Vanilla Nut Caramel: Good.

Nut Nougat: Good.

Orange Cream: Good.

Pecan Top, Chocolate Fudge: Good.

Filbert Cluster: Good.

Chocolate Nut Paste: Good.

Pink Cream: Could not identify flavor.

Vanilla Cream: Good.

**Light Coated Centers**

Raisin Cluster: Good.

Nut and Fruit Paste: Good.

Vanilla Nut Cream: Good.

Cordial Cherry: Good.

Maple Nut Cream: Flavor too strong.

Almond Cluster: Good.

Foiled Caramel and Cream: Good.

Pecan Slice: Good.

Crystallized Creams: Good.

Crystallized Jelly: Good.

**Assortment:** Fair.

**Remarks:** Chocolates are not in the \$1.25 a pound class. The Clinic has examined better chocolates at 70c and 80c the pound.

Dipping was very plain for this priced candy. While a number of pieces are good, they lack the quality found in \$1.25 the pound chocolates.

Assortment could be improved by adding a number of good hard candy centers and good nut nougat and chewy pieces.

**CODE 1H46**

**Assorted Hard Candy Drops  
—1 lb.—75c**

(Purchased in a department store,  
Chicago, Ill.)

**Appearance of Package:** Fair. Cellulose bag tied with red twine, printed gold seal on top.

**Drops** are wrapped in printed cellulose.

**Colors:** Good.

**Gloss:** Good.

**Texture:** Good.

**Flavors:** Fair.

**Remarks:** Slightly high priced at 75c. Suggest a better grade of flavors be used. Drops are well made and neatly wrapped but lack good flavors.

**CODE 1I46**

**Red Net Christmas Stocking  
—2 ozs.—29c**

(Purchased in a nut store, N. Y. C.)

**Appearance of Package:** Good.

**Stocking Contained:** 13 cellulose wrapped hard candy balls, 3 Squares, cellulose wrapped; 3 Wax paper wrapped toffies.

**Balls:** Good.

**Squares:** Good.

**Toffies:** Good.

**Remarks:** One of the best novelties, at this price, that the Clinic has examined this year.

**CODE 1J46**

**Assorted Hard Candies  
—1 lb.—79c**

(Purchased in a department store,  
N. Y. C.)

**Sold in Bulk**

**Assorted Balls:** Wax paper wrapped. Candy stuck to the wrapper, not a good eating ball.

**Flavor:** Poor.

**Molasses Cuts:** Good.

**Filled Pieces:**

Jacket: Good.

Center: Good.

Flavor: Poor.

**Remarks:** Very highly priced hard

**FUCHS  
& COMPANY**  
**Now in  
Philadelphia**

LEON RODOFF, Manager  
MARKET 5258 465 DREXEL BLDG.  
PHILADELPHIA 6, PA.



**FUCHS  
& COMPANY**  
**in New York**

BOWling Green 9-7171 96 WALL STREET  
NEW YORK 5, N. Y.

candy. Balls were cooked too low. Suggest a better grade of flavors be used.

**CODE 1K46**

**Assorted Chocolates  
—1 lb.—\$1.50**

(Purchased in a railroad station,  
Chicago, Ill.)

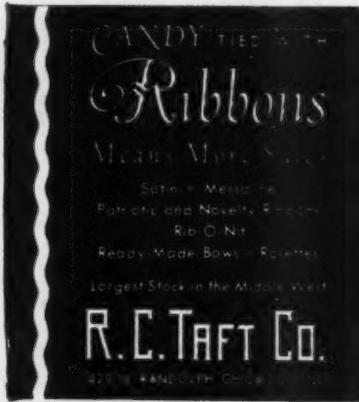
**Appearance of Package:** Good.  
**Box:** Hexagon shape box, red, blue  
and white plaid printed, tied with red  
ribbon, green and gold Christmas  
seal. One layer type  
**Appearance of Box on Opening:** Fair.  
**Number of Pieces:** 11 light coated  
pieces, 27 dark coated pieces, 4 Jordan  
Almonds.  
**Coatings:** Good.

Colors: Good.  
Gloss: Good.  
Strings: Fair.  
Taste: Fair.

**Dark Coated Centers:**  
Chew: Lacked flavor.  
Chocolate Fudge: Fair.  
Opera Caramel: Good.  
Caramel and Cream: Good.  
Dark Caramel: Tough and had scrap  
taste.  
Orange Cream: Good.  
Vanilla Cream: Fair.  
Lemon Cream: Poor flavor.  
Maple Cream: Poor flavor.  
Cream: Could not identify flavor.  
Caramallow Marshmallow: Tough.  
Wintergreen Cream: Fair.  
Vanilla Caramel: Fair.  
Peppermint Cream: Fair.

**Light Coated Center:**  
Nut Taffy: Good.  
Marshmallow and Pink Cream:  
Could not identify flavor.  
Marshmallow: very tough.  
Nut Chew: Very tough.  
Dark Caramel: Very tough; had a  
scrap taste.  
Wintergreen cream: Fair.  
Vanilla Marshmallow: Fair.  
Hard Candy Blossom: Good.

**Jordan Almonds:** Fair.  
**Remarks:** On opening the box of  
candy, its contents were all on one  
side, a stronger and better divider is  
needed. Very poor and careless dip-  
ping. Coatings are not up to the



**marwyn**  
DAIRY PRODUCTS

**Don't Get Caught Short in 1946  
Order MARWYN Quality Now  
ROLLER PROCESS POWDERED WHOLE MILK**

**For Year-round Confections**

**IT'S ECONOMICAL TOO!**

You can increase the poundage yield of the batch without having to increase the amount of sugar, by using larger quantities of roller-process powdered whole milk in a given formula.

Our laboratory experts can supply you with simplified formulas for Fudges, Grained Caramels, Grained Nougats, Seafoam Kisses, Roll Cream Centers, Cast Cream Centers, and others.

**Write for details!**

**MARWYN DAIRY PRODUCTS CORPORATION  
141 West Jackson Blvd.  
111 West Seventh Street—Los Angeles, Cal.**





# YELKIN

THE  
STANDARDIZED LECITHIN

AND OUR "KNOW-HOW"  
ARE AN UNBEATABLE TEAM

Fifteen years ago we introduced YELKIN to the Confectionery Industry as a basic control factor—its universal acceptance and use today substantiates our every claim—Yes, we know lecithin and how to use it. Our Service Department is anxious to be of assistance to you. Write today.

## ROSS & ROWE, INC.

75 Varick St.  
NEW YORK 13, N. Y.

Wrigley Bldg.  
CHICAGO 11, ILL.

SOLE SELLING AGENTS FOR  
**AMERICAN LECITHIN COMPANY**

### CODE 1Q46

Silver Bell—9 ozs.—\$1.25

(Purchased in a department store,  
Chicago, Ill.)

**Appearance of Novelty:** Good. Bell made of light board covered with silver foil, outside wrapper of cellulose, pine cone and leaves on top, red Santa Claus seal.

**Contents:** Cellulose wrapped hard candy balls, Chocolate chewy kisses wrapped in wax paper.

**Hard Candy:** Good.

Color: Good.

Taste: Good.

Texture: Good.

**Chocolate Kisses:** Good.

Color: Good.

Taste: Good.

Texture: Good.

**Remarks:** A very attractive novelty, well made. Slightly high priced at \$1.25.

### CODE 1S46

Chimney Candies—4 ozs.—95c

(Purchased in a dept. store,  
Chicago, Ill.)

**Appearance of Novelty:** Good. Open top box, printed in red bricks to look like a chimney. Paper Santa Claus sticking out of top, filled with wrapped hard candies, one small foiled wrapped chocolate tablet wrapped in cellulose, tied on top with red ribbon bow.

**Hard Candies:** Fair.

**Chocolate Tablet:** Good.

**Remarks:** A very high priced novelty at 95c; contained only four ounces foiled candy and container is very cheaply made.

### CODE 1T46

Chocolate Pecan Roll—1 lb.—\$1.25

(Sent in for analysis No. 4457)

**Appearance of Roll:** Good.

**Caramel Coating:** Good.

**Pecans:** Good.

**Center:**

Color: Good.

Texture: Good.

Taste: Good:

**Remarks:** A very well made Pecan Roll and the best center of its kind that the Clinic has examined this year.

Pecan roll should be a good seller as quality is exceptionally good for this type of confection.

### CODE 1R46

Assorted Gums—9 ozs.—17c

(Purchased in a drug store,  
Chicago, Ill.)

**Appearance of Package:** Fair. Plain cellulose bag, printed paper clip on top.

**Colors:** Good.

**Texture:** Fair.

**Flavors:** Fair.

**Remarks:** Suggest the cellulose bag be made more attractive by being printed in assorted colors.

### Mrs. Ethel V. Mars Dies

Mrs. Ethel V. Mars, 61, president of the Mars Candy Company, Chicago, died recently while visiting a daughter at La Jolla, California.

Mrs. Mars inherited the candy business founded by her husband Frank C. Mars, upon his death in 1934. He left an estate valued at \$2,000,000 which included the Milky Way farms at Pulaski, Tenn.

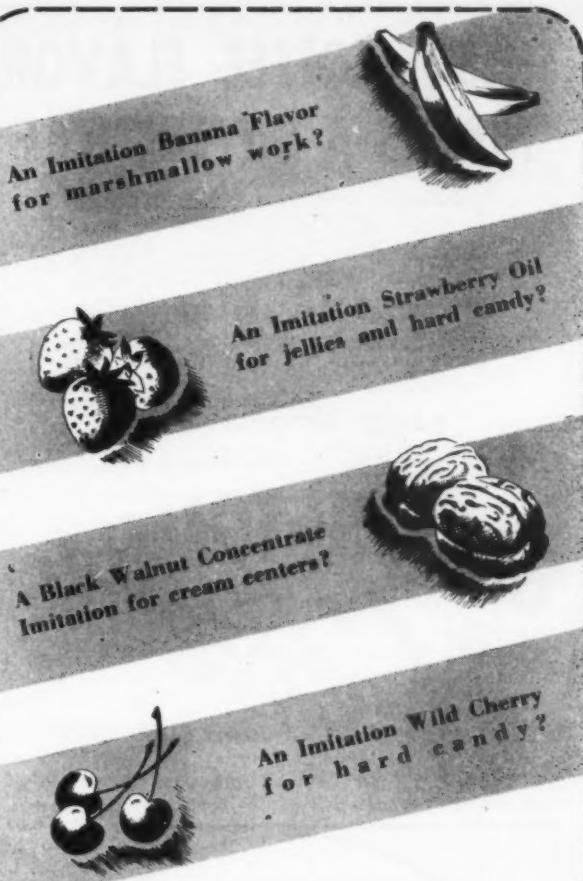
Mrs. Mars assumed active charge of the candy business and carried on her husband's racing interests so successfully that the Milky Way racing stable made her the leading money winner in 1934 and 1936.

In 1940, the pinnacle of success was reached by the Milky Way farms when the famed three-year-old Gallahadion, wearing the Milky Way colors, won the Kentucky Derby, defeating the previously unbeaten Bimelech, pride of Col. E. R. Bradley, whose horses have won four Derbies.

This was the only time that a Mars horse won the famous race although a second and a third place winner had been presented in earlier years. Mrs. Mars disposed of the Milky Way stables in March of 1945 after she was no longer able to take active part in her favorite sport.

## CONFECTIONER'S BRIEFS

- The Candy Production Club of Chicago, met at the Webster Hotel on January 7, where election of officers and directors for 1946 took place. The annual Christmas party was held on December 3, at the same hotel in the Mezzanine Dining Room. A roast beef dinner was enjoyed by the members and their 13 guests.
- Hamilton Nut & Candy Corp.**, New York, N. Y., has announced the return of Mr. B. Wald, head of the firm, who made a trip to Montreal, Canada on business.
- Huyler's Inc.**, Long Island City, N. Y., announces the appointment of Captain Sherman Hoyt as editor of the company magazine. Captain Hoyt served as public relations officer in the Army for four years overseas.
- Schutter Candy Division of Universal Match Corp.**, makers of "Old Nick" and "Bit-O-Honey" candy bars, paced the entertainment world with one of the biggest scoops of the year in the signing of Fred Waring and his musical organization for a special half hour Christmas morning broadcast over the full NBC network.
- Sweets Company of America** employees, called the "Tootsie Rollers" held an annual "Spree," a Yuletide dinner-dance in Hoboken, N. J. Their affair, which is fast becoming a tradition, was attended by the company's 500 employees, including the president, Bernard D. Rubin and all the others.
- Mr. R. G. Anderson, Zion Industries, was recently elected president of the **Kansas City Candy Club**.
- Hollywood Candy Co.**, has added Maurice Greenspun to its sales organization as representative in the Philadelphia territory.
- Danahy-Faxon Stores, Inc.**, which operates 131 outlets in Buffalo, N. Y., and vicinity has been purchased by The American Stores Co.
- John T. Bond & Son**, Los Angeles, Calif., have recently completed their new office building at a cost of approximately \$35,000. The firm is located at 637 South Wilton Place.
- The annual dinner meeting of the **Association of Manufacturers of Confectionery and Chocolate** will be held at the Hotel Pennsylvania in New York City on January 16.
- F. A. Martoccio, president of the **Hollywood Candy Co.**, Centralia, Ill., has announced that a plan to expand the plant is under discussion and that the company plans to expand to make room for the men and women who will be coming back from service. At present, 500 people are employed at the plant.
- Princess de Conde** confections, New York City, plans to utilize a new packaging idea which is the use of small boxes within a larger one, each small box being packed and then wrapped in cellophane to increase the life of the candy and to prevent



if it's Flavors—

it's P & S!

For Complete Flavor Service!

FREE!

New booklet of P & S products —  
contains many helpful hints on how  
you can get the most from your  
flavors and extracts!

If you want special advice to help  
you solve your flavor problems,  
P & S Research Laboratories will  
develop a flavor to meet your own  
specific requirements for taste and  
cost limitations — without any charge  
to you.



POLAK & SCHWARZ, INC.

667 Washington Street • New York 14, N. Y.

# FRESH COFFEE FLAVOR MAKES A DIFFERENCE!

Barrington Hall Instant Coffee is the perfect coffee flavor for confections and ice cream. It stays fresh because the elements which cause coffee flavor to turn stale have been removed. Barrington Hall is fine coffee, 100% pure, ready for instant use. Write today for full details.

**BAKER IMPORTING CO.**

NEW YORK: 30 Church St.

MINNEAPOLIS: 212 N. Second St.



ANOTHER FINE PRODUCT OF HYGRADE FOOD PRODUCTS CORP.

A circular logo with a black border. Inside the circle, the words "HOOTON" and "DEPENDABLE" are stacked vertically, and "CHOCOLATE COATINGS" is written below them in a stylized, bold font. There are two small stars, one on each side of the circle.

HOOTON CHOCOLATE COMPANY  
NEWARK, NEW JERSEY • EST. 1897

**TRUTASTE FLAVORS**

- These IMITATIONS RIVAL NATURE'S  
Zestful, Tangy **CHERRY**  
Full-Bodied, Rich **GRAPE**  
Luscious **STRAWBERRY**  
Tantalizing **RASPBERRY**

**NEUMANN • BUSLEE & WOLFE**  
INC.

224-230 W. HURON ST.

CHICAGO 10, ILLINOIS

handling by clerks and to speed the process of packing boxes to order.

• Thomas Mulligan, father of John B. Mulligan, advertising manager of **International Confectioner** magazine succumbed to a month-long attack of virus pneumonia at a Brooklyn, N. Y., hospital on December 19, 1945.

• Universal Match Corporation, owners of the Schutter Candy Company, Chicago, is contributing advertising space on several million bookmatches to promote the "March of Dimes" campaign of the National Foundation for Infantile Paralysis.

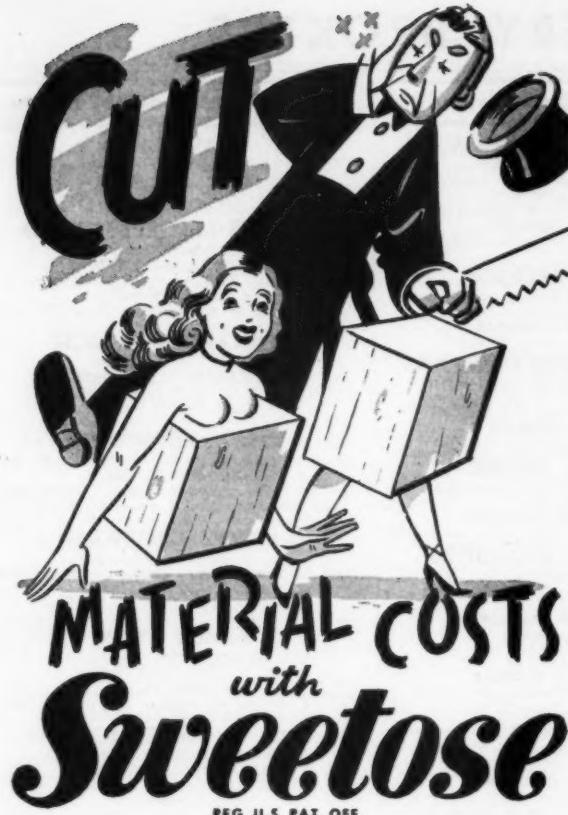
• Bunte Bros, Chicago, recently honored one of their women employees, Mrs. Amelia Davids, who has the unique distinction of having been continuously employed by the firm ever since 1895. Mr. F. A. Bunte, president, presented Mrs. Davids with a diamond studded pin in commemoration of her long and faithful service, along with a substantial check. (See photograph elsewhere in this issue.)

• O'Connor, Moffatt and Co., the recently acquired R. H. Macy & Co. subsidiary in San Francisco, has joined the Macy Associates buying office in New York City. Macy associates will act as New York representatives for the San Francisco store.

• The Victory Convention of The National Confectionery Salesmen's Ass'n. will be held at the Hotel Statler, Buffalo, N. Y. on July 9, 10, 11, 1946.

• Mr. G. Lloyd Latten, Schutter Candy Co., has been appointed to the NCA Research Committee. Other members are: C. R. Adelson, Delson Candy Co.; A. C. Carrington, Miss Saylor's Chocolates; H. B. Cosler, National Candy Co.; Paul G. Sandell, Miss Morris candies; Ernest Peakes, New England Confectionery Co.; C. O. Dicken (Dr. Chas. Rimpila, alternate), E. J. Brach & Sons; and O. B. Elmer, Elmer Candy Co.

• Mr. George Kiepe, California representative of Paul E. Beich Company, Bloomington, Illinois, had the pleasure of entertaining many of the confectionery distributors at dinners recently in honor of Carl E. Behr, vice president of the firm. Mr. Behr pointed out in his talks how types of candy which at one time were big sellers at a substantial profit to retailers, wholesalers, and salesmen had disappeared from the market because of the reduction in quality which was not apparent on the surface. He urged his hearers to feature the quality products of all manufacturers.



# MATERIAL COSTS with *Sweetose*

REG. U.S. PAT. OFF.

**TWICE as SWEET  
THRICE as FLUID**

as ordinary corn syrup

"SWEETOSE" is not an improved corn syrup or its modern successor — it is a full-fledged ingredient in its own right. A low-cost, ALL-PURPOSE sweetener — "SWEETOSE" has unequalled ability to replace regular corn syrup, invert sugar, refined dextrose, and part — or all — of sugar in your formulas. Use "SWEETOSE" to lower your manufacturing costs — improve your product — increase your customer satisfaction. You need only ONE syrup when you use "SWEETOSE."

Present restrictions do not permit us to meet the present demand for "SWEETOSE," but we are awaiting the day that we can supply everyone with all the "SWEETOSE" they would like to use in their products.

**A. E. STALEY MFG. COMPANY**

(INDUSTRIAL SALES DIVISION)

**DECATUR**



**ILLINOIS**

for January, 1946

## How to improve the flavor of your confectionery



**PALATE-APPEAL** — a subtle consistency of balanced flavor that makes a customer come back for more, rather than a sharp overbalance of any one flavor in a product.

**Why Aromanilla imparts a rich, balanced flavor to your entire recipe that does not fade out in the oven, kettle or freezer, but carries right through to the finished goods.**

*Aromanilla — the improved, vanilla flavoring — helps confectioners improve the fastness of their goods by offering the following advantages:*

**BALANCE:** Skillful blending of the Aromanilla ingredients—a Mexican Vanilla Bean base with natural fruit and vegetable extractives—produces a perfect balance between taste and aroma; both important to a fine vanilla flavoring. This balanced Aromanilla formula insures perfect blending with the other ingredients of your recipe, bringing out that subtle consistency of balanced flavor called *palate-appeal*.

**STABILITY:** Because Aromanilla is made with a Mexican Vanilla Bean base, combined with similar but more sturdy natural extractives, it will not fade out. The purpose of the natural extractives in the Aromanilla formula is to replace some of the more volatile solids of the vanilla bean which dissipate under extreme temperatures. In this way, the same flavoring elements of the Mexican Vanilla Bean are maintained in Aromanilla in the same balanced proportions through baking, cooking and freezing . . . and actually *ripen* in the finished goods, producing a full-bodied flavor that lasts.

**ECONOMY:** Since Aromanilla retains its full volume of balanced flavor in the mix right through baking, cooking and freezing, and develops the full flavor of the other ingredients used with it, you will be able to use less flavoring.

### FREE SAMPLE

Let Aromanilla show you what it can do to help you improve the palate-appeal of your products. Send for FREE sample and instructions for tests (enough for a fifty pound batch of cream fondant or chocolate).

The Aromanilla Company, Inc., Dept. B1, 6 Varick Street, N. Y. C. 13  
Please send a FREE sample of Aromanilla and instructions for tests so I can see whether it will improve the flavor and balance of my products.

NAME .....

COMPANY .....

ADDRESS .....

**Aromanilla**

Imitation Vanilla Flavor

6 VARICK STREET

NEW YORK CITY 13

HELPING CUSTOMERS IMPROVE THE TASTE OF THEIR GOODS SINCE 1901

# CONFECTIONERY BROKERS

## New England States

**JESSE C. LESSE**  
Candy and Allied Lines  
Office and Sales Room  
248 Boylston Street  
**BOSTON 16, MASS.**

## SALES DEVELOPMENT CO.

(M. F. Libman)  
114 State St.—Phone: LA 7124  
**BOSTON 9, MASSACHUSETTS**  
Terr: Covering New England over 22 yrs.—  
Accounts Solicited.

## Middle Atlantic States

**S. P. ANTHONY**  
Manufacturers' Representatives  
P. O. Box 1355—Phone 2-8469

**READING, PENNSYLVANIA**  
Terr: Pa., Md., Dela., Washington, D. C.

## FACTORY SALES COMPANY

Broad Street Bank Building  
**TRENTON, NEW JERSEY**  
Specialists in Specialties  
Terr: N. J.; Pa.; Dela.; Md.; &  
Washington, D. C.

## M. GRUNBERG

3619 Rutherford St., Phone 4-7138

**HARRISBURG, PENNA.**

Territory: Penna., Md., Dela., D. C.  
Over 20 yrs. serving upstate N. Y. & Pa. jobbers,  
Chains, Dept. Stores, Vending & Food  
Dists.

## LETTERMAN-GLASS

30 Rockefeller Plaza—Phone CO-5-4688  
**NEW YORK 20, N. Y.**  
Terr: the entire U. S.

## FRANKLIN RAY

1419 W. Allegheny Ave.  
**PHILADELPHIA 32, PENNSYLVANIA**  
Terr: Pennsylvania and W. Virginia  
Active coverage every six weeks.

## H. V. SCHECHTER SALES ASSOCIATES

MU 3-8847—220 Fifth Ave.  
**NEW YORK 1, N. Y.**  
Candy and Allied Items  
Terr: Metropolitan New York

## SAUL STEIN ASSOCIATES

Importers & Distributors of Fine Confections  
401 Broadway—Phone WOrth 4-7344  
**NEW YORK 13, N. Y.**  
Terr: Entire United States.

## IRVING S. ZAMORE

2608 Belmar Place  
**SWISSVALE, PITTSBURGH 18, PA.**  
26 Years Experience  
Territory: Pa. & W. Va.

## South Atlantic States

### CHARLES R. ALLEN

P. O. Box 286—Phone 3-3641-42  
**CHARLESTON 3, SO. CAROLINA**  
Branches: Savannah, Ga.; Atlanta, Ga.; Jacksonville, Fla.; and Charlotte, N. C.—Covering Southeastern terr.

### J. N. ALLEN & CO.

Box 628  
**RALEIGH, N. C.**  
Box 570  
**GREENSBORO, N. C.**  
Territory: North Carolina

### JOHN L. COURSEY, JR. & CO.

Confectionery & Specialty Items  
P. O. Box 444—Phone 1355  
**HICKORY, NORTH CAROLINA**  
Terr: Va., N. C., S. C., Ga.

## South Atlantic States (contd.)

### HERBERT W. GLASSMAN & CO.

Manufacturers' Representatives  
Located in the Hub of the South  
Offices and Display Rooms  
517-20 Peters Bldg.—Phone: Jackson 6596

#### ATLANTA 3, GEORGIA

Terr: S. States, Ga., Fla., Ala., Tenn., N. C., S. C.

### WM. E. HARRELSON

Manufacturers' Representative  
530B Tuckahoe Ave.—Phone 44280

#### RICHMOND 21, VIRGINIA

Terr: W. Va., Va., N. & S. Caro.

### HUBERT BROKERAGE COMPANY

Candy and Allied Lines  
72 Spring St., S. W.  
"Across St. from Terminal Sta."

#### ATLANTA 3, GEORGIA

Terr: Ga., Fla., & Ala., for 18 yrs.

### MARVIN V. HULING

Candies—Food Products—Specialties  
P. O. Box 2272

#### HICKORY, NORTH CAROLINA

Terr: N. & So. Caro., Ga. & Va. areas.

### MUNN FOOD PRODUCTS

Candy Brokers  
Manufacturers of Sandwiches

Telephone: 3751

#### CHERAW, SOUTH CAROLINA

### C. L. POSTON

335 Burgis Building

#### JACKSONVILLE 2, FLORIDA

Confections & Allied Lines

Terr: Ga. & Fla. 20 yrs. in terr.

### ROY E. RANDALL

Manufacturer's Agent

P. O. Box 605—Phone 7590

#### COLUMBIA, SO. CAROLINA

Terr: N. & S. Carolina. Over 25 yrs. in area.

### W. M. ROGERS & COMPANY

Brokers & Distributors

Gen. Offices: Rogers Terminal Bldg.

#### WILSON, NORTH CAROLINA

Terr: Eastern No. Carolina

### H. H. SMITH

Box No. 1202

#### HUNTINGTON 14, WEST VA.

Candies, Marbles, School Tablets, Wax Papers, Stationery, Napkins.

Terr: W. Va. & Eastern Ky.

### W. M. (BILL) WALLACE

Candy and Specialty Items

P. O. Box 472—111 Blair Bldg.

#### DECATUR, GEORGIA

Terr: Ga. & Fla.—Work every town.

## East No. Central States

### A. K. ACKERMAN COMPANY

Established 1896 Food and Candy Brokers

#### 353-55 Leader Building

#### CLEVELAND 14, OHIO

Terr: Cleveland-Northeastern Ohio

Want 5 lb. box lines for Holiday, Easter Trade.

### EDWARD A. (Candy) BARZ

Manufacturers' Representative

Broker & Expediter

P. O. Box 395

#### LA PORTE, INDIANA

### H. K. BEALL & CO.

201 N. Wells St.—Phone RANDolph 1618

#### CHICAGO 6, ILLINOIS

Territory: Illinois, Indiana, Wisconsin

25 years in the Candy Business

### CHARLES R. COX

1428 Erie Blvd.

#### SANDUSKY, OHIO

Territory: Ohio, Michigan, and Indiana

### ROGER ETTLINGER

Phone UNIVERSITY 2-6737

18300 Pennington Avenue

#### DETROIT 21, MICHIGAN

Terr: Entire state of Michigan

### M. H. GALFIELD COMPANY

743 N. 4th Street

#### MILWAUKEE 3, WISCONSIN

Terr: Wis., upper Mich. & N. Ill.

(Only reliable accounts solicited.)

## East No. Central States (contd.)

### GLATZ BROS.

Confectionery & Food Products  
**PEORIA, ILL.—SPRINGFIELD, ILL.**  
Serving Central Ill. 39 yrs.

### WALTER M. GREESON CO.

101 Smith Street

#### FLINT 3, MICHIGAN

"We Are At Your Service Always—  
And All Ways"

Terr: Michigan. Estab. Since 1932

### BERNARD B. HIRSCH

229 E. Wisconsin Ave.

#### MILWAUKEE 2, WISCONSIN

Terr: Wis., Ia., Ill. (excluding Chicago);  
Mich. (Upper Penn.)

### JOS. H. KENWORTH

850 Lake Shore Drive—Phone: Whitehall 4850  
**CHICAGO 11, ILL.**

Territory: Chicago, Milwaukee, Minneapolis,  
St. Louis, Detroit. 25 years in territory.

### HARRY KISSINGER

Candy—Novelties—Specialties  
3846 McCormick Ave.—Phone Brookfield 9691

#### HOLLYWOOD, ILLINOIS

Terr: Ohio, Mich., & Ind.

### HARRY LYNN

Candy Manufacturers' Representative  
1511 Hyde Park Blvd.

#### CHICAGO 15, ILL.

Terr.: Chicago, Milwaukee, Ill., Ind., S. Wis.

### G. W. McDERMOTT

100 North Raymond St.—Phone 382

#### MARINETTE, WISCONSIN

Terr: Wis., & Upper Mich.—covered every  
five weeks.

### J. W. NELSON

247 Highland Ave.—Phone 3737-I

#### ELMHURST, ILLINOIS

Terr: All of Ill., Wis., Upper Mich., for 20  
yrs. making regular trips.

### OWEN BROKERAGE COMPANY

Non-competitive lines only

P. O. Box No. 463—Phone 355W

#### RICHLAND CENTER, WISC.

Terr: Wisconsin & S. Minnesota

### PEIFFER FOOD PRODUCTS CO.

Imported and Domestic Candies

104 So. Mich. Ave.—Phones: State 3331-32

#### CHICAGO 3, ILL.

### ARTHUR H. SCHMIDT CO.

524 Rockefeller Building

#### CLEVELAND 13, OHIO

Terr: Ohio. Member Nat'l. Conf. Salesmen  
Ass'n. Buckeye Candy Club.

### THEODORE A. SOMMER

8336 Maryland Ave.

Tel. Vincennes 7174

#### CHICAGO 18, ILLINOIS

Confectionery and Food Products

Serving Chicago Metropolitan Area 25 years

### WARREN A. STOWELL & ASSOCIATE

Phone TRAingle 1265

7943 So. Marshfield Ave.

#### CHICAGO 20, ILLINOIS

Terr: Chicago, Greater Chicago radius incl.  
Milwaukee, Wis.

### C. H. THOMPSON

1421 Sigbee St. S.E.

#### GRAND RAPIDS 6, MICHIGAN

Territory: Michigan only.

### WAHL BROKERAGE

Manufacturer's Representatives

3813 N. Cramer St.

#### MILWAUKEE 11, WISCONSIN

Terr: Mich., Ind., Ill., Wis., part of Iowa

and Minn.

### WALTERS & COMPANY

Complete Brokerage Service

31 East George Street

#### INDIANAPOLIS 4, INDIANA

# CONFECTIONERY BROKERS

## **East So. Central States**

### **FELIX D. BRIGHT**

Representative of Manufacturing Confectioners  
Phone 8-4097—P. O. Box 177  
A-Three Sterling Court  
**NASHVILLE 2, TENN.**  
Terr: Ky., Tenn., Ala.

### **CLAXTON BROTHERS**

Located in the center of the South  
Merchandise Brokers Bldg.  
**MEMPHIS 3, TENNESSEE**  
Reg. & thoro coverage of Tenn., Ark., La.,  
Miss., and Ala. for over 25 years.

### **J. L. FARRINGER**

1900 Cedar Lane, Phone 8-8470  
**NASHVILLE 4, TENNESSEE**  
Established 1924  
Terr.: Tenn., Ky., & W. Va.

### **KENTUCKY BROKERAGE CO.**

271 South Hanover Ave.,  
**LEXINGTON, KENTUCKY**  
Special Sales Agents in candies, chewing gum  
and allied lines. Banking references.  
Terr: Ky., E. Tenn., part of Tenn. and W. Va.

### **PICKRELL and CRAIG CO.**

Incorporated  
**LOUISVILLE 2, KY.**  
Also Offices and Warehouses at  
Middlesboro and Lexington, Ky.

**TUCKER BROKERAGE COMPANY**  
P. O. Box 121, Crossstown St., Phone 4-0175  
**MEMPHIS 4, TENNESSEE**  
Conf. Mtn. Agents in Ark., Miss., Tenn., & Ala.

## **West No. Central States**

### **GEORGE BRYAN BROKERAGE CO.**

410 Walnut Bldg.

**DES MOINES 5, IOWA**

Consistent and thorough coverage of wholesale  
candy and tobacco, wholesale grocery,  
chain store trade in central, eastern Iowa.

### **ELMER J. EDWARDS**

Candy Broker

3933 Elliot Ave., St. Paul—Phone Colfax 9452  
**MINNEAPOLIS 7, MINN.**

Terr: Minn., N. & S. Dak.—Special attention  
given to Twin City trade.

### **A. E. ERICKSON**

334 North First Street

**MINNEAPOLIS 1, MINNESOTA**

Terr: Minn., N. D., S. D., W. Wis.  
With Linton's Inc. for 15 yrs. in same terr.

### **GRIFFITHS SALES COMPANY**

707 Clark Ave.—Phone GA 4979

**SAINT LOUIS 2, MISSOURI**

We specialize in candy and novelties.

Terr: Mo., Ill., and Kan.

### **LEON K. HERZ**

1290 Grand Ave., Emerson 7309

**ST. PAUL 5, MINN.**

Terr: Eastern N. Dak., Minn., Western Wis.

### **HUTCHINS BROKERAGE CO.**

218 Third Ave., N.

**MINNEAPOLIS 1, MINN.**

Terr: Minneapolis and Adl. Terr.

### **HYDE BROS.**

Candy Specialists

P. O. Box 306, **LINCOLN, NEBR.**

P. O. Box 1852, **WICHITA, KANS.**

Terr: Covering Missouri Valley over 30 yrs

### **TRI-STATE BROKERAGE CO.**

618 State Street

**BELLE FOURCHE, SD., DAKOTA**

Terr: Western N. & S. Dakota and

Eastern Mont. & Wyo.

### **N. VAN BRAMER SALES CO.**

3844 Huntington Ave.

**MINNEAPOLIS 16, MINNESOTA**

Territory: Minn., N. Dak., S. Dak., Ia., Neb.  
Coverage every six weeks.

Resident salesman in Omaha, Nebr.

### **J. A. YOUNGDOFF**

Specializing in conf. items adapted chain &  
volume buyers.

1106 East 33rd Street

**KANSAS CITY 3, MISSOURI**

Terr: Mo. except St. Louis, Ia., Nebr., Kan.,  
Okla., Ark.

for January, 1946

## **West So. Central States**

### **H. L. BLACKWELL COMPANY**

Emery Way at Sunset Drive

**EL PASO, TEXAS**

Phone: Main 8253

Terr: Tex., N. Mex., and Ariz.

### **J. J. BOND & COMPANY**

1840 Hill Crest—Phone: 7-1800

**FORT WORTH 7, TEXAS**

Territory: Texas

### **D. J. DUNCAN & SON**

Confectionery and Sundry Lines

3336 Hanover Street

**DALLAS 5, TEXAS**

Terr: Texas and Oklahoma

### **EASON BROKERAGE COMPANY**

Banking & Trade Reference

P. O. Box 1872—Phone Britton 583

**OKLAHOMA CITY 1, OKLAHOMA**

Terr: N. M., So. Kansas, Panhandle Tex.

### **JACK NICHOLS, JR.**

Candies-Confections

Phones: Logan 6-1608, Justin 8-5842

3115 Daniels Street

**DALLAS 5, TEXAS**

Terr: Texas and Louisiana.

### **JAS. L. SMITH**

P. O. Box 65

**DALLAS 1, TEXAS**

Terr: Texas, Louisiana. 15 Yrs. in territory.

## **Mountain States**

### **E. G. ALDEN & COMPANY**

Box 5014 Term. Sta.—Phone Lakewood 599W

**DENVER 17, COLORADO**

John Alden traveling—Colo., Wyo., Mont.,

& Neb.

### **REILLY ATKINSON & CO., INC.**

Confectionery & Food Products

**SALT LAKE CITY, UTAH—BOISE, IDA.**

Terr: U. & Ida., with contiguous sections of

adjoining states.

### **CAMERON SALES COMPANY**

5701 E. 6th Ave.—Phone: Dexter 0881

**DENVER 7, COLORADO**

Terr: Colo., Wyo., Mont., Idaho, Utah

and N. M.

### **ELGREN BROTHERS & CO.**

Established 1906

P. O. Box 105—520 W. 2nd, So.

**SALT LAKE CITY 8, UTAH**

Complete coverage all jobbing trade Utah,

Ida., Mont., Wyo., E. Nev.

### **T. J. LANPHIER COMPANY**

Confectionery and Food Products

**BILLINGS BUTTE GREAT FALLS**

(General Office)

Territory: Montana & Northern Wyoming

Established 1907

### **J. M. RANKIN COMPANY**

P. O. Box 426—Surface 2912

**DENVER 1, COLORADO**

Terr: Colo., Wyo., Black Hills of S. Dak.,

Western Kans., Northern N. Mex., W. Nebr.

Territory: Montana & Northern Wyoming

Established 1907

**GEORGE L. TRACY CO.**

509 Metal Bank Building

**BUTTE, MONTANA**

400 Superior Building

**BILLINGS, MONTANA**

(Headquarters Great Falls)

Regular coverage of N. Wyo. & Montana

Territory: N. Wyo. & Montana

Established 1907

**GEORGE L. TRACY CO.**

813-814 First National Bank Building

**GREAT FALLS, MONTANA**

(Headquarters)

(Also offices in Butte and Billings)

Concentrated coverage Mont. & N. Wyo.

### **HARRY YOUNGMAN BROKERAGE COMPANY**

2145 Blake Street

**DENVER, COLORADO**

Territory: Colo., Wyo., Utah, Idaho, Mont.

## **Pacific States**

### **ACE CANDY SALES CO.**

(Div. of Western Food Products Co.)  
852 So. Robertson Blvd.

**LOS ANGELES 36, CALIFORNIA**

Solicit accounts for So. Calif.

### **GENE ALCORN & CO.**

1340 E. 6th Street

**LOS ANGELES 21, CALIFORNIA**

383 Brannan Street

**SAN FRANCISCO 7, CALIF.**

Territory: State of California

### **BELL SALES COMPANY**

100 Howard Street

**SAN FRANCISCO 5, CALIFORNIA**

Candy & Food Specialties

Terr: Calif., Reno, Nev., Hawaiian Islands

### **JOHN T. BOND & SON**

537 S. Wilton Place—Phone: Federal 6028

**LOS ANGELES, CALIF.**

Territory: Pacific Coast

Our 25th Year in Candy and Food Field

### **THE GOULEY BURCHAM CO.**

1848 E. Vernon Avenue

**LOS ANGELES 11, CALIFORNIA**

Terr: S. Calif., Ariz., N. Mex., W. Tex.,

Offices: L.A., Phoenix, Tucson, El Paso, Albuquerque.

### **CARTER & CARTER**

Confectionery Mfrs. Agents. Established

with Industry since 1901.

91 Connecticut St.—Phone: Main 7852

**SEATTLE, WASHINGTON**

Terr: Wash., Ore., Utah, Ida., Mont., Nev., Wyo.

### **THE EDWARD M. CERF CO.**

740-750 Post Street

**SAN FRANCISCO 9, CALIF.**

Specializing in candy and allied lines;

Unexceptionable banking, other references.

### **MALCOLM S. CLARK CO.**

332 Virginia Ave.

**SAN FRANCISCO 10, CAL.**

923 E. Third St.

**LOS ANGELES 19, CAL.**

1238 N. W. Glisan

**PORTLAND, OREGON**

P. O. Box No. 176, Phoenix, Arizona

### **J. RAY FRY & ASSOCIATES**

420 Market St.—Phone Garfield 7690

**SAN FRANCISCO, CALIF.**

Terr: Calif., Ore., Wash., Mont., Ida.,

Utah, Wyo., Nev., Ariz.

### **CHARLES HANSHER**

416 West Eighth Street

**LOS ANGELES 14, CALIFORNIA**

Personal contacts with chains, jobbers, syndicates & dept. stores throughout Calif.

### **HARTLEY SALES COMPANY**

GEORGE W. HARTLEY

742 S. W. Vista Avenue—Phone: ATwater 5800

**PORTLAND 5, OREGON**

Territory: Oregon, Washington & Idaho

### **KESSLER BROTHERS**

Garfield 7354—Phones—YUkon 1095

709 Mission Street

**SAN FRANCISCO 3, CALIF.**

Terr: 11 Western States, Army, Navy, Export,

Wholesale, Jobbing, Retail. Offices: S. F., L. A., Portland, Honolulu.

### **I. LIBERMAN**

Manufacturers' Representative

1705 Belmont Avenue

**SEATTLE 22, WASHINGTON**

Terr: Wash., Ore., Mont., Ida., Wyo.

### **R. C. MEAD COMPANY**

1807 E. Olympic Boulevard

**LOS ANGELES 21, CALIFORNIA**

Coverage—Pacific Coast States

### **RALPH L. MUTZ COMPANY**

Ralph and Jim Mutz

608—16th St.

**OAKLAND 12, CALIF.**

Concentrating on Northern Calif.

# CONFECTIONERY BROKERS

## Pacific States (Contd.)

### HARRY N. NELSON CO.

112 Market Street  
**SAN FRANCISCO 11, CALIF.**  
 Established 1906. Sell Wholesale Trade Only.  
 Terr: Eleven Western States

### GEORGE R. STEVENSON CO.

302 Terminal Sales Building  
**SEATTLE, WASH.**  
 Territory: Wash., Ore., Ida., Mont.  
 Over 20 years in this area.

**L. J. THOMPSON**  
 1238 N. W. Glisan Street  
**PORTLAND 9, OREGON**  
 Terr: Ore., Wash., W. Idaho

### ROBERT E. THYR COMPANY

Confectionery & Allied Lines  
 200 Davis St.—Phone Douglas 8590  
**SAN FRANCISCO 11, CALIFORNIA**  
 Terr: Calif., Nev., & Hawaiian Islands

## Pacific States (contd.)

### JERRY W. TURMELL COMPANY

4127 Crisp Canyon Rd.—State 44713  
**SHERMAN OAKS, CALIFORNIA**  
 (20 minutes from Los Angeles)  
 Terr: Calif., Associates at Hawaii, Philippines  
 and China. Established since 1932.

### RALPH W. UNGER

923 East 3rd Street—Phone: Trinity 8282  
**LOS ANGELES, CALIFORNIA**  
 Terr: Calif., Ariz., N. Mex., West Tex., Nev.

### ROGER S. WATSON CO.

Phone: AXminster 1-2810  
 5610 S. Western Ave. & 1025 N. Highland  
**LOS ANGELES 38, CALIF.**  
 Terr: Calif. Another line required. Non  
 competitive with present lines.

### WITTENBERG-ROSS

24 California St.—Phone: Exbrook 7973  
**SAN FRANCISCO 11, CALIFORNIA**  
 315 West Ninth St.—Phone: Trinity 7159  
**LOS ANGELES 15, CALIFORNIA**  
 Terr: Calif., Ore., Wash., Hawaii & Export

## Candy Bars Coming Home

(Continued from page 25)

what the public desires, and as one member of the public, the writer hopes that nothing will bar progress.

The names of the bars collected range through the alphabet, every letter being used to start the bar's name except X. Maybe, some sales manager will emerge into the lime-light with an X-ceptional Bar.

The number of ingredients listed on the labels of these bars follows:

3 bars having	3 ingredients
2 "	4 "
6 "	5 "
13 "	6 "
10 "	7 "

13 bars having	11 ingredients
10 "	12 "
4 "	13 "
6 "	14 "
3 "	15 "

18 bars having	8 ingredients
30 "	9 "
17 "	10 "

3 bars having	16 ingredients
2 "	18 "
1 "	23 "

Quite a range of ingredients, from three to twenty three!

A summary of colors used is too lengthy to include but a brief summary of one, two, three and four color printing shows: 11 bars use a single colored print job (one color plus base); 77 bars use a two colored printing; 49 bars utilize the three colors; and but 5 bars go to the extreme of four printed colors.

Fifty-five bar wrappers or 38.7% of the bars examined were spotted for wrapping machines equipped with photoelectric devices.

# GLYCERINE

*...quickly available*

Armour's 332 stock points mean fast, dependable service

**U. S. P.** . . . A chemically pure, water-white glycerine, meeting all requirements of the U. S. Pharmacopoeia . . . for use in foods, pharmaceuticals, cosmetics or any purpose demanding highest quality. Specific gravity, 1.249-25° C./25° C.

**ARMOUR**  
 AND  
 COMPANY

1355 West 31st Street  
 Chicago 9, Illinois

★ TIME-SAVING  
 SHORT CUTS  
 for manufacturing  
 confectioners

## Kill Odors With Oakite TRI-SAN

Wherever obnoxious odors present a sanitation problem, use Oakite TRI-SAN. This remarkable, new sanitizing agent gives you genuine deodorization . . . does not simply mask one odor with another, for it has none itself. And, at the same time, Oakite TRI-SAN when applied to surfaces disinfects and removes light soil. Triple-acting Oakite TRI-SAN is extremely economical . . . costs but a penny per gallon for

normal solution of one ounce TRI-SAN to a gallon of water.

Free 20-page booklet gives complete details about Oakite TRI-SAN's wide range of applications. We'll be glad to mail you one on request.

**OAKITE PRODUCTS, INC.**  
 360 Thames Street, New York 6, N. Y.  
 Technical Service Representatives in Principal Cities of the United States and Canada

**OAKITE**  
 Specialized  
 CLEANING

Essential Oils and Aromatic Products



# FLAVORS

that are making a  
big hit with the trade . . .

"Golden Brand"  
California Oil of  
Orange, U.S.P.  
The oil with the true orange flavor

Oil of Peppermint  
Redistilled, U.S.P.

One of the finest oils produced

Imitation Oil  
of Cassia

A real treat even for the  
most critical of palates

For finer quality candies, try our unsurpassed  
flavors. Many other true and synthetic flavors  
listed and stocked.

## • Write, 'phone or wire . . .

Try us for quality, price, delivery, service.  
Let us quote on your requirements.

**EDWARD REMUS & CO.**

11 West 42nd Street • New York 18, N.Y.

CABLE ADDRESS: EDISUMER NEW YORK  
TELEPHONE: CHickering 44392

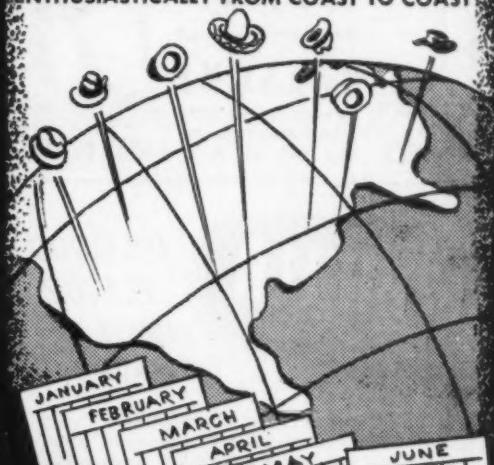
FACTORY & WAREHOUSE  
807 West 42nd Street  
NEW YORK, N.Y.

WESTERN OFFICE  
916 Delaware Street  
KANSAS CITY, MO

# STRANGE and TRUE!

CULTURED  
EXTRIN • AA

IS ACCLAIMED  
ENTHUSIASTICALLY FROM COAST TO COAST



JANUARY      FEBRUARY      MARCH      APRIL      MAY      JUNE

CULTURED  
EXTRIN • AA • STAYS FRESH!

GUARANTEED TO KEEP FRESH AND SWEET  
FOR AT LEAST SIX MONTHS

WITH CULTURED  
EXTRIN • AA  
IT COSTS ONLY 1/2¢  
TO BUTTERIZE A FULL  
POUND OF FINE CAKE  
OR FINE CANDY. EVEN  
LESS WHEN ORDERED  
IN QUANTITY.



Order a trial  
tub of 8 lbs.  
and become  
a confirmed  
user of the  
world's best  
by test!

ALWAYS  
GUARANTEED  
ALL WAYS



EXTRIN FOODS, INC., 70 BARCLAY ST., NEW YORK 7, N.Y.

**BACK IN PRODUCTION!**  
**EXACT REPRODUCTIONS**

# CANDY DUMMIES

NOW AVAILABLE!

We Also Manufacture

- ORIGINALS FOR STARCH BOARDS
- ANIMATED DESIGNS
- EMBOSSED SIGNS
- SCULPTURED FIGURES
- WINDOW DISPLAYS
- COUNTER DISPLAYS
- WALL DISPLAYS

Write for Information!



**BASSONS**  
DUMMY PRODUCTS  
1424-34 West Farms Rd.  
New York 60, N. Y.

ITS GOOD  
FLAVOR  
ALWAYS  
STANDS OUT

Prezanilla gives candy a balanced and lasting flavor. One gallon is the equivalent of 23 gallons of standard strength vanilla—but of superlative flavor value. Prezanilla may be used in flavoring any food product wherever pure vanilla is required. Economy and satisfaction guaranteed. Sample and prices sent on request.

**PRESTIGE PRODUCTS COMPANY**  
261 FIFTH AVENUE • NEW YORK 16, N.Y.

Read  
**THE MANUFACTURING CONFECTIONER**  
It Costs Only  
**\$5.00 for 2 yrs.—\$3.00 for 1 yr.**  
**400 W. Madison St. Chicago 6, Ill.**

• Mr. and Mrs. Elmer Gilson operators of a candy factory located between Hollywood and Beverly Hills, California, will move their plant to Azusa, California. The Gilsons specialize in the manufacture of English-type toffee and also do a large mail order business. They have purchased a building at Azusa which is presently a funeral home.

• The Reliable Nut Co., Los Angeles, will open a new plant in that city to make "Royal Seal" salted ed nuts.

• With an intensified 1946 advertising and merchandising campaign, Red Cross Cough Drops again features in daily newspaper space the copyrighted advertising theme "Feather-Throat". The campaign is designed to create even greater demand for the prompt, pleasant relief of "that tickle, tickle, tickle caused by coughs due to colds, bronchial disturbances or over-smoking". Retailing for five cents per package, they are made in three types—Menthol, Hoarhound, and Old Reliable (licorice type). Candy Bros. Mfg. Co., Inc., St. Louis, a division of Universal Match Corp., has manufactured Red Cross Cough Drops under that trademark since 1885.

• The Circus Nut Foods Corp., a recently organized concern, will engage in the processing and selling of all kinds of nuts, peanut butter and oil. The firm has a capitalization of \$250,000, all of which was subscribed by its principals and employees. E. H. Jenanyan, formerly of Planter's Nut & Peanut Co., San Francisco; W. H. Hazzard; Edward P. Ames; and William J. Mahoney, also of the bay city, comprise the board of directors. Temporary offices are at 164 Townsend St., San Francisco.

• Curtiss Candy Co., Chicago, has put more than 300 returned service men and women back into civilian jobs in its offices, sales force, and plants according to Otto Schnering, president. Out of the 300 veterans, approximately 75 per cent were employees of the company before going into the service. The company's re-employment program has not been for former employees alone, but equally for other service men and women wanting peacetime opportunities in the candy business.

• Standard Synthetics, Inc., New York flavor firm has reopened its factory in London and the business in that country is rapidly recovering according to J. L. Hindle, president.

## Your Candy's Sweetness

... comes from the sun, rain and clean earth. In the magic-like process from corn seed to Penford Syrup, man's skill and care never slacks. You can be confident in the purity and consistent quality of Penford Corn Syrup—made in the great P & F factories at Cedar Rapids.

Member of the Association of Manufacturers of Confectionery & Chocolate.

**PENICK & FORD** Ltd.  
Inc.

420 Lexington Avenue, New York 17, N.Y.



## SUPPLY TRADE NEWS

• **Fritzsche Bros., Inc.**, New York, N. Y., lost two of their oldest employees recently when Emil Muller, manager of production and Robert Waugh of the technical staff died suddenly.

• Mr. Ellsworth Bunker, president of the **National Sugar Refining Co.**, has been named as head of the sugar division of the Alfred E. Smith Memorial Hospital Committee.

• **American Maize Products Co.**, has appointed Richard E. Ryberg to its technical staff of the food service division.

• **Whitson Products Division, Borden Co.**, has appointed Lt. Commander H. B. Hadfield, USNR, as sales representative in the Metropolitan New York territory.

• Dr. Everett Saul, Chief Research Chemist, **Felton Chemical Company**, Brooklyn, N. Y., is the author of "The Chemical Nature of the Violet Odor," which appeared in The American Perfumer in three parts, September, October and November. Dr. Saul has received many congratulations from the country's organic chemists for presenting this treatise.

• **Fuchs and Company**, sugar brokers of New York, have opened a Philadelphia branch office. Mr. Charles Fuchs, founder of the business, entered the sugar business in 1919, then went into business for himself in 1930.

• The National Chemical Exposition date has been moved up to September 10th to the 14th inclusive. It will be held at the Chicago Coliseum at 15th and Wabash Avenue, according to Dr. H. E. Robinson, Assistant Chief Chemist of **Swift & Company**. Among those associated with Dr. Robinson, will be S. M. Cantor, assistant director of research of the **Corn Products Refining Co.**; B. N. Rockwood, research chemist, **Swift & Company**; and A. E. Schneider, research chemist, **Armour and Company**.

• **Monsanto Chemical Co.**, St. Louis, Mo., will build a \$1,500,000 plant in St. Louis for the manufacture of synthetic caffiene. It has been derived almost exclusively from such foreign sources as tea waste and surplus coffee, or indirectly from cocoa cake, a by-product of chocolate manufacture.

• **June Dairy Products Company**, New York, will sponsor a weekly "Talk to the People" by Ex-Mayor La Guardia of New York City over station WJZ every Sunday from 12 noon to 12:25 p. m.

• **The Solvay Process Company**, will start construction of a new research laboratory at Syracuse, N. Y., shortly.

• **Cocoline, Inc.**, New York, N. Y., is enlarging and redecorating its offices.

• **Puritan Fruit Products Company**, Chicago, producers of fruit products, have moved to their new building at 3639 South Ashland Avenue.

# FLAVOR



Create a flavor of mass appeal—blend it with wholesome ingredients and success is assured.

We have many candy manufacturers on our books who have done just that. We pride ourselves on the measure of success contributed to these nationally known organizations by our justly recognized line of Fruit Flavors.

### ANASON

An Imitation Pineapple Flavor of great strength, and with an unrivaled typical flavor characteristic of fresh pineapple.



36-14 35th St.  
LONG ISLAND CITY  
NEW YORK

CHICAGO, ST. LOUIS  
SAN FRANCISCO  
LOS ANGELES

**POLAK'S** *Fruit* **WORKS INC**

Schimmel

## FORTAROMS

Fortified fruit bases retaining the full fresh flavor of the natural fruit.

Use 2 oz. per 100 lbs. in hard candy.

½ oz. in cream centers.

Schimmel & Co., Inc.

601 WEST 26th STREET, NEW YORK 1, N.Y.

## JOHN T. BOND & SON

CONFECTIONERY BROKERS  
OF THE PACIFIC COAST

637 South Wilton Place Los Angeles 5, California

We are now celebrating our 25th year in the  
Candy and Food Business.

Resident Men Located in Washington, Oregon and  
Northern California

• Appointment of Dorothy L. Heald as director of the home service department of **A. E. Staley Manufacturing Co.**, processor of corn and soybean products, has been announced by A. E. Staley, Jr., president. Staley's is installing a complete new experimental kitchen and expanding its research laboratory at a cost of \$250,000, with work to be completed early in January. The kitchen will be among the first of its kind built since the end of the war and will be equipped with postwar appliances. Miss Heald will devote her primary efforts to development of food research built around Sweetose, the company's patented enzyme-converted corn syrup.

• The first, all-inclusive sales conference in four years inaugurated the second half-century for **Magnus Mabee & Reynard Inc.**, prominent essential oil house. Members of the sales staff from all over the country, executives, and MM & R representatives from Mexico, Cuba and Canada assembled in New York for a three day conference early in January. New uses for many essential oils, new replacement oils, and advanced techniques were the subject of several sessions.

According to MM&R spokesmen, the company has just concluded its 50th anniversary year with the greatest volume of business in its history. Sales and advertising plans for 1946 are all geared to produce an even greater volume. A new building adjoining the company's present quarters was completed recently to help provide the production required to keep pace with expected record-breaking sales.

• **Land O'Lakes Creameries**, who specialize in non-fat dry milk solids, dry whole milk, and dry buttermilk for the bakers, ice cream manufacturers and confectionery manufacturers, have appointed Mr. W. H. Chesbrough as sales representative for their bulk products in the territory of northern Illinois and southern Wisconsin with offices in Rockford, Ill., and Madison, Wis. Headquarters of the company are in Minneapolis, with offices in Chicago, Milwaukee and 20 other important cities throughout the U. S.

• Citrus fruit production has increased a little more than 7-fold during the past 30 years.

• **Penick & Ford, Ltd., Inc.**, announces that Norman Kennedy, sales manager of the Eastern bulk division will return from a business trip soon. Frank J. McCrosson has rejoined the Penick & Ford sales organization after two years service with the Army.

## MARASCHINO CHERRIES

CRUSHED FRUITS & FLAVORS



Glace Fruits

SODA FOUNTAIN FRUITS

The C. M. PITTS & SONS CO.

KEY HIGHWAY • BOYLE & HARVEY STS. • BALTIMORE 30, MD.

# Candy Equipment PREVIEW

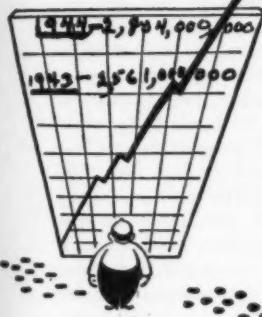
JANUARY, 1946

# 1942 - 2,600,000,000 (Figures Incomplete)

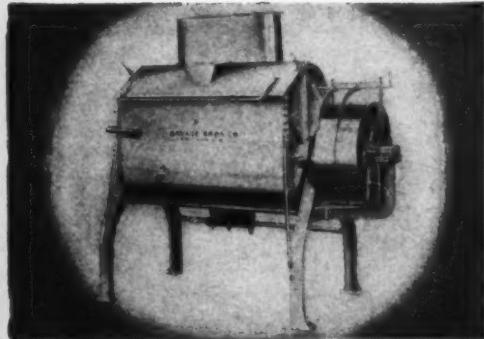
# NEW RECORDS...IN 1943

# NEW RECORDS in 1944

# AND NEWER ONES for 1945

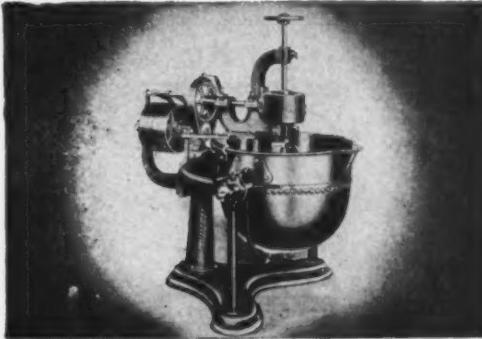


Candy production hit 2,561,000,000 pounds in 1943. In 1944, the total production was stepped up to 2,804,000,000 pounds. Preliminary reports show that 1945 production is 2,600,000,000 with an incomplete report available. With the public hungry for more and more good candy, the 1946 production will also hit a high mark so it is necessary to protect your production with the use of dependable equipment.



OVAL TYPE MARSHMALLOW BEATER. 100% sanitary. More beating space for volume. Faster heat discharge. Quick cooling. 150 and 200 pound sizes. Belt or motor drive.

SAVAGE equipment has built up a reputation for dependability, long wear and efficient service through years of high-quality machinery production. The SAVAGE name is backed up by years of experience in designing and producing better candy making ma-



ТИLTING MIXER. Adaptable for caramel, nougat and coconut batches. Double action agitator. Belt drive or motor drive. Sizes 25, 35 and 50 gallon.

chinery. Keep in step with the production advances described above. Place your share of the expanded production of goods on the market and get your share of the increased profits. Do it with the help of SAVAGE confectionery equipment.

SAVAGE has given almost a century of service to manufacturing confectioners. This long record of high-quality machinery production plus efficient repair service has made the name SAVAGE synonymous with candy machine quality.

**Savage Machines Will Help Speed Your Production.**

**SAVAGE BROS. CO.**  
2638 GLADYS AVE., CHICAGO, ILLINOIS

Since 1855



# INCREASED PRODUCTION THROUGH AIR CONDITIONING MAKES THE CASH REGISTER RING

**A**s early as 1922 when four Carrier centrifugal refrigerating machines were installed in the W. F. Schrafft factory, the confectionery industry discovered that air conditioning and cash registers had something to do with each other. Air conditioned candy factories mean candy can be produced in any part of the country in any weather. A steady output of a good, uniform product naturally means more sales which obviously means more profits.

Now that war-scarcieties of candy are becoming a thing of the past, candy customers can no longer be expected to stand in line to buy candy in a store whose temperature rivals that of an oven on a hot summer day. Customers are going to demand comfort with their candy.

Today, with candy plants all over the world planning expansion and modernization, the air conditioning

industry will be called upon to contribute even more to the manufacture, storage and selling of candy. Wartime manufacturing methods resulted in some new developments in equipment which can readily be applied to the candy industry for its big peacetime business.

Carrier Corporation, which has been supplying candy plants with equipment for more than 20 years, recently announced some new developments in equipment which will be used in candy factories and retail candy stores.

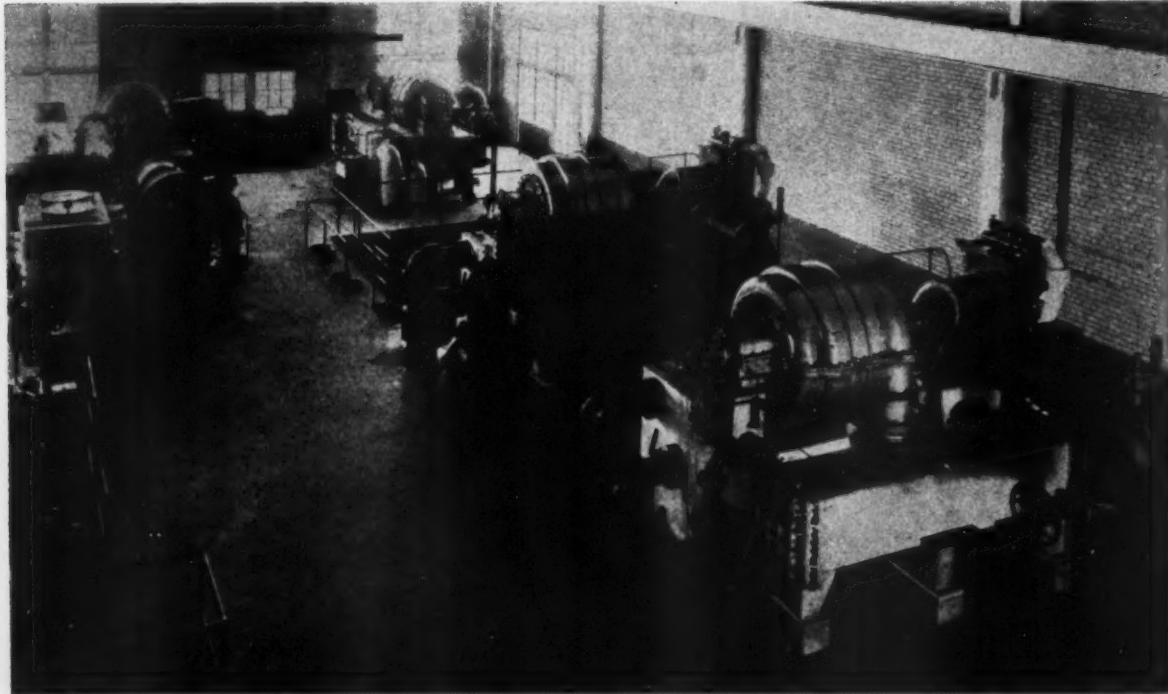
One of the ill winds that blew a lot of good to manufacturers during the war was the scarcity of materials. Necessity for experimenting with new materials and new manufacturing methods resulted in a number of improvements whose arrival was obviously hastened by production pressure.

Today's new centrifugal machines

will be more compact and more easily serviced. Many candy manufacturers are now using frozen foods in the manufacture of their product, so they will depend more and more on refrigerated storage spaces for frozen fruits, eggs, and butter. New centrifugal machines, taking up less space, will allow more room for manufacturing space or for more complete storage equipment.

The compactness of the new designs of equipment to be used for candy manufacture is important to the manufacturers because of economy in both space and operation. For instance, a 50 h.p. refrigeration compressor unit now takes up less space than the old 10 h.p. unit. Obviously, the manufacturer can have a more complete installation in less space. Also, maintenance of the new equipment will be simplified since plans are being made to provide for standardized parts for compressors and other frequently used machines

**These Carrier centrifugal machines, in the plant of W. F. Schrafft and Sons, Boston Mass., were among the first to be installed in the candy industry. Air conditioning equipment was first used in candy manufacture more than twenty years ago and is today used in almost every phase of candy manufacture.**



Compressors such as these being made at Carrier Corporation in Syracuse New York will be used in machines for small plants using air conditioning and refrigeration equipment in the manufacture of candy.

so that they may be quickly repaired or serviced.

Streamlined retail stores can keep their modern design unaltered and still provide for cool interiors when the outdoors is hot and sticky. New self-contained units, designed for this purpose are made to operate more quietly, economically and easily.

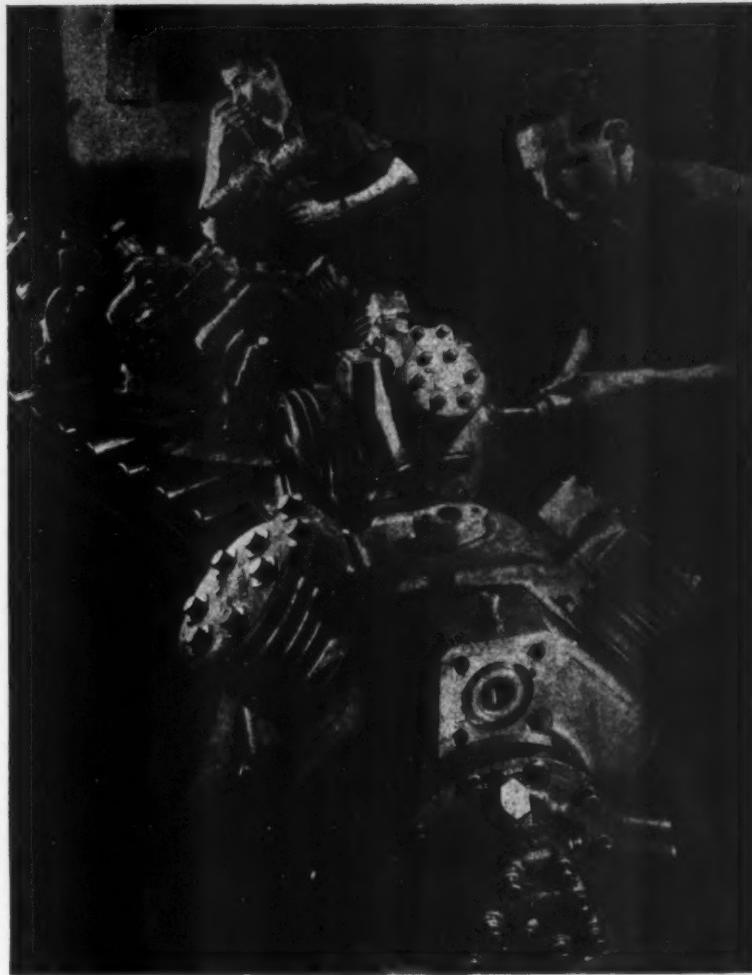
Compactness and economy are prerequisites for most of the new air conditioning and refrigeration equipment. New condensing units make one pound of water do the work of ten. According to designing engineers, these units can be attached to any equipment no matter what its age or make in order to help with the job of conserving water and cutting power costs.

The manufacture of candy might very well be only a seasonal industry without air conditioning and refrigeration equipment. But with it, the candy manufacturer can maintain scheduled production rates and uniformity of product without worrying about the outdoor temperature.

Several of the jobs done by air conditioning and refrigeration equipment are well represented at the Sweets Company of America, manufacturers of the famous "Tootsie Rolls." Installation of refrigeration machines to supply necessary cooling has resulted in better manufacturing conditions, more uniform products, and a saving of almost \$3000 a year since their installation. The substantial saving was realized on the operating cost of the equipment. A "dew-point control" regulates outside and return air dampers for the summer and winter air conditioning. An average summer temperature of 77° F. is maintained and relative humidity is held to about 50%. All of this helps not only to turn out a better and more attractive product, but a cleaner one.

Those gleaming interiors that candy manufacturers picture with such pride can be maintained only when the air circulating through them is kept washed and filtered—a fundamental of any air conditioning system.

Based on past performance and future expectations, air conditioning and refrigeration will be called upon to play an even greater part in the manufacture of everybody's favorite treat—candy.



#### Bibliography: AIR CONDITIONING

*Constant Fair Weather for Candy, Cano, Vernon*, The Manufacturing Confectioner, May, 1941, p. 54. Concise report on trends in candy plant installations.

*Cooling Candy at the Schrafft Plant, Leathers, L. P.* The Manufacturing Confectioner, May, 1938, p. 33. Step-by-step control of temperature, humidity, air purity, and distribution at the Schrafft plant, where "700 tons of refrigerating capacity is installed, and 250,000 cu. ft. of air per minute is circulated through the various departments."

*Steam Jet Refrigeration as Applied to the Candy Industry, Moore, J. R.*, The Manufacturing Confectioner, March, 1935, p. 28. Use of cheap exhaust steam to provide a refrigeration system for candy manufacturers that will handle temperature control, chocolate tempering, moisture control of starch rooms, liquid cooling, deodorization, and cold storage.

*Air Conditioning Equipment—Its Application in the Confectionery Industry, Rasmussen, R. B.*, The Manufacturing Confectioner, Feb., 1939, p. 14. Importance of using correct type of equipment for each department.

*Air Conditioning in the Confectionery Plant, Rasmussen, R. B.*, The Manufacturing Confectioner, April, 1938, p. 18. How proper air conditioning methods "can effect real savings for the manufacturer, provide better working conditions for the employee, and generally keep things in step with the modern trend."

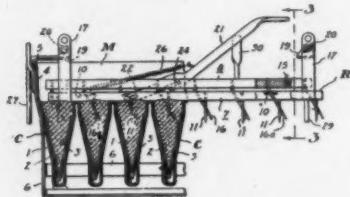
*Dehumidification—Candy Plant Case Histories, Smith, H. W.* The Manufacturing Confectioner, Aug., 1941, p. 12; Sept. 1941, p. 12; Oct., 1941, p. 12. Three-part article explaining importance of "bringing air humidity as well as air temperature under the thumb of the plant superintendent" by "independent dehumidification."

## PATENTS

The following memoranda relating to Patents is made available through an arrangement with James Atkins, registered patent attorney, Munsey Building, Washington, D. C.

### 2,306,941 CONFECTION HANDLING APPARATUS

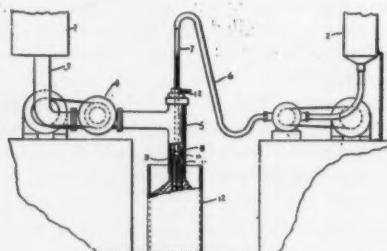
Carl R. Taylor, Cleveland Heights, Ohio, assignor to The Cream Cone Machine Company, Cleveland, Ohio, a corporation of Ohio  
Application March 14, 1942, Serial No. 434,695  
8 Claims. (Cl. 107—8)



1. Apparatus for handling confections comprising a portable holder having a plurality of space sockets for individually receiving confections, a structure for supporting the holder and having limit means for engaging the holder to locate the latter in predetermined position thereon, a portable retainer having means for individually engaging a plurality of confections for simultaneously carrying the confections, and cooperating guide means on the supporting structure and the retainer for respectively aligning the several confection engaging means of the retainer with the several sockets of a supported holder while the retainer and the holder are relatively spaced apart and for guiding the retainer and the holder to maintain parallelism therebetween as they are moved relatively together.

### 2,344,901 METHOD AND APPARATUS FOR MAKING FLAVORED CONFECTIONS

Almond C. Routh, Sandusky, Ohio  
Application April 17, 1940, Serial No. 330,150  
5 Claims (Cl. 107—54)



1. In an ice cream confection making apparatus, an extrusion nozzle adapted to be secured at one end to an ice cream making apparatus to have ice cream frozen to plastic consistency, supplied under pressure to said nozzle end and to be extruded therefrom, a filler nozzle having two or more downwardly extending tubular fingers of different length and disposed generally parallel to each other, the ends of said tubular fingers being flattened and spaced inwardly from the end of said ice cream nozzle, whereby said ice cream upon extrusion is adapted to have several streams of filling material disposed therein in ribboned effect.

### 132,467 DESIGN FOR A CONFECTION

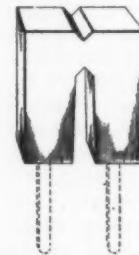
Nicholas S. Sabatino, Dayton, Ohio  
Application September 22, 1941, Serial No. 103,445  
Term of Patent 3½ years

The ornamental design for a confection, substantially as shown.



### 137,391 DESIGN FOR A CONFECTIONERY PRODUCT

Henry J. Willems, Kenosha, Wis.  
Application October 22, 1943, serial No. 111,451  
Term of patent 14 years



The ornamental design for a confectionery product, as shown and described.

### 2,384,077 MANUFACTURE OF CHOCOLATE CONFECTIONS

Raymond W. Crosley and Herbert W. Conner, Chicago, Ill., assignors to Wm. Wrigley, Jr. Company, Chicago, Ill., a corporation of Delaware  
No Drawing. Application September 27, 1943,  
Serial No. 504,054  
15 Claims. (Cl. 99—23)

1. In a method of preparing chocolate confections having the property of withstanding elevated temperatures without undue softening, the steps which include providing a substantially solid mixture including mainly chocolate and a sugar, subjecting the resulting mixture to cold-working while preventing the temperature of the mixture from exceeding approximately 83 degrees F., and compacting the resulting product to form a solid dense block.

### 2,365,538 CANDY STICK MACHINE

Hiram A. Perkins, Rochester, N. Y., assignor to Setter Bros. Inc., Cattaraugus, N. Y., a corporation of New York

Application August 22, 1941, Serial No. 407,917. 8 Claims. (Cl. 164—68)

1. In a machine of the class described, means forming a passageway in which compressible tubes are compacted into substantially solid rods as they advance by rolling

# There Is No "Question" About BURRELL QUALITY

For 32 years, BURRELL Belting Company has been devoting all of its energies to the production of better confectionery belts. As a result of this experience, BURRELL is now producing longer lasting belts for all purposes. Each belt is designed for a specific job as indicated by the list of "STARS" below. If there is any question in your mind as to the type of belt you need to do a specific job, just call on a BURRELL salesman for help and information. They are trained to answer any of your questions.

## Burrell Belts Last Longer

Many questions face manufacturers during the coming year—sugar shortages, equipment shortages, as well as many more. The government has reported that there will probably be an unfilled demand for 700,000,000 pounds of candy. Protect your production capacity from belting failures by using BURRELL belts. Their long life and efficient operation will help you maintain your production quotas.



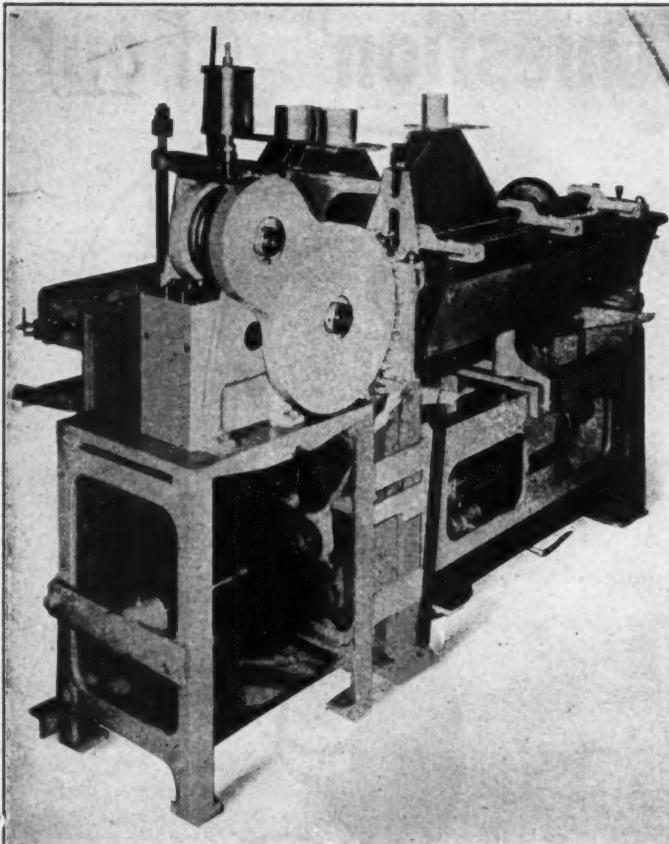
## It Is Profitable to . . .

Let BURRELL belting experience and the . . . 11 BURRELL stars help you!

- |   |   |
|---|---|
| ★ THIN-TEX CRACKLESS Glazed Belting             | ★ Innerwoven Conveyor Belting   |
| ★ Caramel Cutter Belts                          | ★ Batch Roller Belts (patented)   |
| ★ Feed Table Belts (endless)                    | ★ Cold Table Belts (endless)  |
| ★ Caramel Cutter Boards                         | ★ White Glazed Enrober Belting (Double texture; Single texture; Aero-weight). |
| ★ CRACK-LESS Glazed Enrober Belting             | ★ V-Belts (endless)   |
| ★ Packaging Table Belts (Treated and Untreated) |   |

"Buy Performance"

**BURRELL BELTING CO. 401 So. Hermitage Av. Chicago**



**The Automatic  
Hard Candy Machine  
Model E**

For producing all hard candies of  
spherical shape.

Balle

### Kisses

Barrels

## Eggs

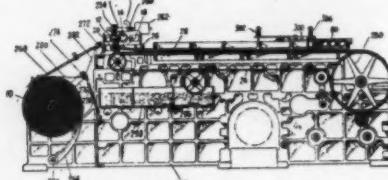
### **Olives, etc.**

One operator spins direct to machine.  
Capacities 3000 to 10,000 pounds.  
Our Model E incorporates all the developments of previous experience

### A Ten to One Favorite.

**John Werner & Sons, Inc.**  
**ROCHESTER 13, N. Y.**

through the passageway, a part of said means including a carrier, a normally spring-held cutter head forming with the relatively unyielding carrier at least a substantial



part of the passageway the cutter head and the carrier forming opposed passageway surfaces in pressure contact with the rods throughout their effective lengths, knives carried by the cutter head and extending into the passageway to an extent substantially equal to the radius of one of the rods so that the rods are cut by rolling against and along the knives, and means operative within narrow limits for yieldingly pressing the cutter head and the knives toward the relatively unyielding surface of the carrier, said last named means operating to increase the pressure upon the rods when their resistance to the cutting action causes the cutter head to temporarily move away from the carrier.

- **Brown Instrument Company**, division of **Minneapolis-Honeywell Regulator Company**, predicts that industrial instruments will play an important part in helping industry maintain a healthy economic position in the future. Special emphasis was placed on the development of electronic industrial instruments and their future application and development.

- **Jaygol Products Corporation**, Brooklyn, N. Y., announces the production of a new roach "abolisher" which makes it possible to isolate any food plant or warehouse against infestation. This product not only offers immediate relief but also gives lasting protection against reinfestation. It is being used extensively by government building cafeterias in Washington. It promises to be an important addition to methods of providing better plant sanitation.

- **Philip Olander and Company** of Detroit announces the appointment of Mr. A. C. Golden as head of the equipment division which has been enlarged since cessation of hostilities and will include a complete line of equipment for the confectioner, baker, and ice cream maker. The company, established since 1922, represents many of the leading manufacturers and suppliers of bakery supplies and equipment.

- The Bridgeport Brass Company, Bridgeport, Conn., has produced a "bomb" which contains an insecticide mixture containing 2% of 20% pyrethrum extract the 3% DDT. The "bombs" expel the material under pressure to rid commercial plants and other buildings of flies, cockroaches, ants, mosquitos gnats, fleas, and similar pests.

- Announcement of the availability for immediate shipment of all the outstanding types of floor matting which comprised the complete pre-war line has been made by the **American Mat Corporation** of Toledo. New literature on the complete line has been produced and will be sent interested parties on request.

*Now...*

# STAINLESS STEEL MOULDS

*Have these  
Advantages:*

- SPARINGLY SANITARY**
- STRONG AND LONG LASTING**
- RESISTANT TO RUST  
AND CORROSION**
- EASY TO CLEAN**
- SAVES LABOR**
- SOLID STAINLESS STEEL  
THROUGHOUT**
- FLAT OR HOLLOW MOULDS**

STAINLESS STEEL is the ideal material for candy moulds—a post-war project for modernizing and improving your moulding department. With sixty years experience both in making moulds and candy moulding machinery, it was logical for Weygandt to be first to adopt "stainless" for flat and hollow moulds. It cleans easily! It is noncontaminating, resistant to rust. It is strong and will stand hard wear. It pays in savings of labor and by long life.

Combined with this better metal is Weygandt's unparallelled experience. Weygandt's Stainless Steel Moulds will prove their worth in actual performance. Write us today for full particulars, or ask about any problem you have on flat and hollow moulds.

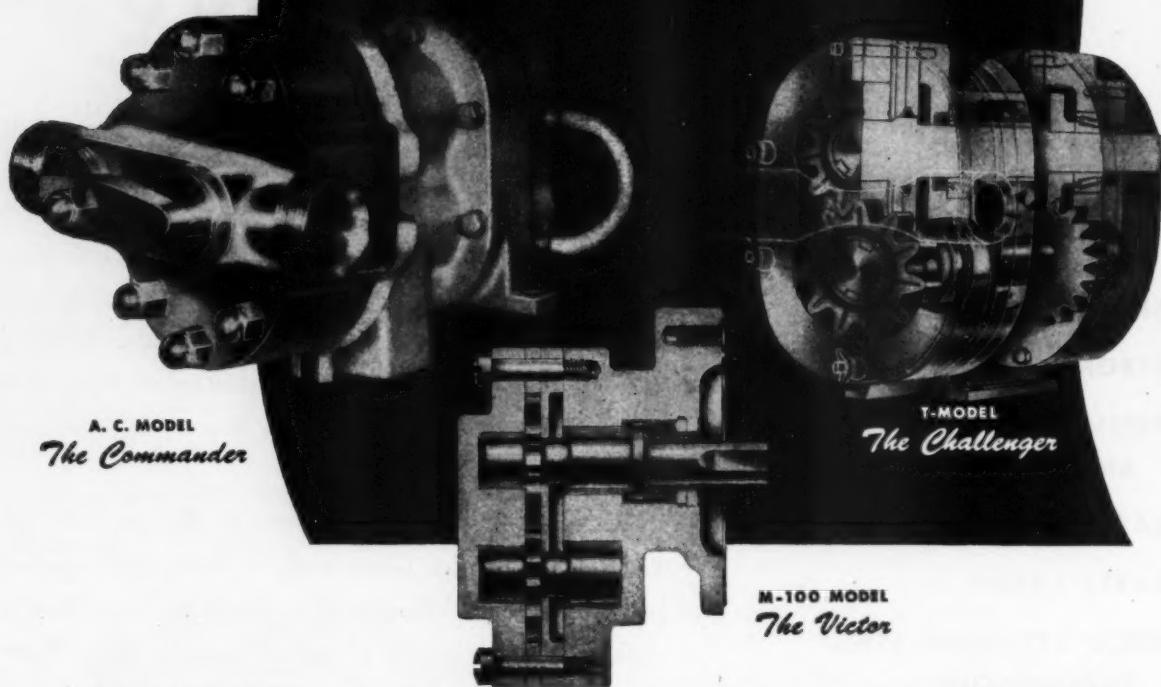
*Another first for---*

**T. C. WEYGANDT CO.**  
**165 DUANE ST., NEW YORK 13 N.Y.**  
**Established 1885 Incorporated 1911**

A NEW DESIGN OF PUMPS THAT MAINTAIN  
VOLUMETRIC EFFICIENCY LONGER.

# Modern Pumps

THAT EMBODY MANY NEW FEATURES AND  
WHICH OVERCOME USERS' OBJECTIONS TO  
CONVENTIONAL DESIGNS.



A. C. MODEL

*The Commander*

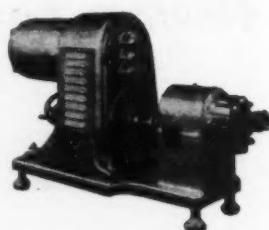
T-MODEL

*The Challenger*

M-100 MODEL

*The Victor*

- 1 The only pumps so far as we know that are equipped with a real automatic wear control, that compensates for normal wear so that volumetric efficiency is maintained even though head pressure is increased.
- 2 They have AUTOMATIC self-take-up seals.
- 3 They have positive displacement and maintain a steady, non-pulsating delivery — no churning — no foaming.
- 4 They will transfer — meter or proportion anything that can be pumped.
- 5 They are of the most SANITARY construction — no pockets, threads or corners. Nothing to impede the progress of the product from entrance to exit.
- 6 Built of STAINLESS — easily cleaned and for a "built-in" pump, we make ONE THAT DOESN'T NEED LUBRICATION.



IF YOU WANT TO GET RID OF PUMP TROUBLES

GET THE **LOW-MASTER** AND YOU'LL GET SATISFACTION

Literature on request

**MARCO CO. Inc., Third and Church Sts., Wilmington 50, Del.**

Established 1936

# WHAT IS *Homogenization?*

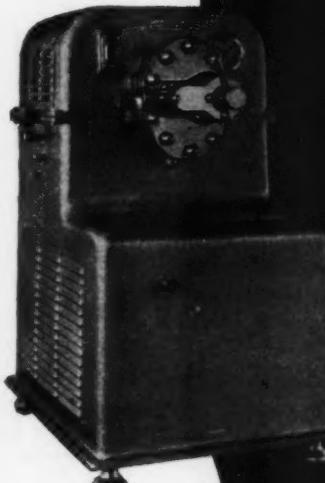
To homogenize is to put compatible or incompatible components in a liquid media into stable suspension.

To suspend and stabilize solids in a colloidal substance so that they will remain fixed, neither rising if they are lighter than the vehicle, nor settling if they are heavier, or

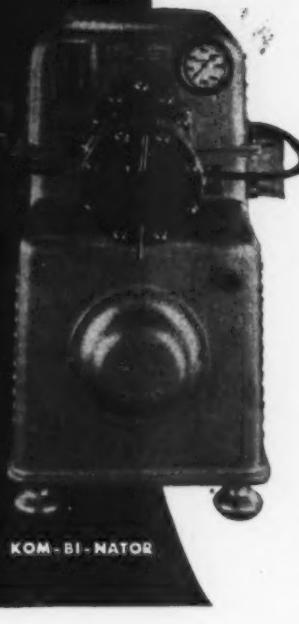
To reduce oils or fats in a water vehicle to minute globules and to so disperse them that they form emulsions free from stratification, or

To suspend pigments, minerals, or the like in a vehicle.

These several actions are accomplished in the FLOW-MASTER process by reducing all elements to minute subdivision by a series of actions, and then thoroughly coating all surfaces with the vehicle. This enables them to defy the law of gravity although the solids may be heavier than the vehicle.



HOMOGENIZER



KOM-BI-NATOR

## All of These Definitions Are Based on What The **FLOW-MASTER** Is Doing Throughout Industry Today

It is processing products that were thought impossible to homogenize and producing entirely new products in some cases.

It is increasing the shelf life in others — cutting processing costs — improving quality and appearance and putting compatible and incompatible materials into perfect homogeneous compounds.

These accomplishments are possible because

### THE FLOW-MASTER

works on an entirely new and more scientific principle. It not only homogenizes but it blends — tex-

turizes — emulsifies — stabilizes — grinds under steady, hydraulic pressure and also bleaches some products where necessary.

These results are accomplished, not by pressure alone, but on a series of actions as the product passes from entrance to exit and under temperature control if desirable. Each successive action brings the product one step nearer perfection until the desired result is achieved.



MARCO CO. Inc., Third and Church Sts., Wilmington 50, Del.

Established 1936

# New! HIGH PRODUCTION SPECIALITY CHIP COOKER



**150 lbs. Top Quality Chips per Hour Guaranteed!**

Yes, guaranteed . . . although actual production is usually 200 lbs. per hour! Basic design features—scientifically exact gas and air mixer, long flue travel and the SPECIALITY COLD ZONE—insure high speed quality production and low cost performance. Manual open-kettle frying means consistent high quality potato chips. Cooking oil stays fresh, is not broken down by burning particles. No discarded or scrap fat or oil! Made in three models: 150, 100, and 50 lbs. per hour units. One cook operates any unit! Used today by outstanding potato chip manufacturers. Get full facts! Write or wire for details and prices.

MADE BY THE MANUFACTURER OF  
FAMOUS SPECIALITY NUT ROASTER

**SPECIALITIES APPLIANCE CORPORATION**  
341 EAST OHIO STREET • CHICAGO 11, ILLINOIS

• The Anemostat air-diffuser, used to eliminate drafts in air-conditioned military planes, ships, and railroad cars, as well as in air-conditioned war plants such as those in which the atomic bomb was manufactured, is again available for commercial purposes. Transportation lines are among the first to benefit from the advantages of these patented devices, but their availability is expected to act as a shot-in-the-arm for the whole air-conditioning industry in the elimination of drafts. Complete details including bulletins describing its application to particular fields, may be obtained by writing the company.

• General Electric Company plans to make a new line of refrigerated candy display cases, featuring modern cabinets and new designs in refrigeration and cooling systems for the Stephen F. Whitman and Sons, Inc., Philadelphia.

• Harold G. Roman, 564 Main Street, Portland, Connecticut, has been appointed New England sales representative for the F. J. Stokes Machine Company of Philadelphia, Pa. Mr. Roman, a native New Englander, has had fifteen years' experience in machinery sales engineering.

• Mercready and Co., N. J., announce that the Leslie Co., N. J. manufacturers of regulators, controllers and whistles have appointed the following agents to handle industrial sales and service: J. N. Fehlinger, New York and vicinity; Frank Howell Company, State of Virginia; John Zimmerman, State of Kentucky; Bruce Greaves Co., Eastern Missouri and Southwestern Illinois.

• An all-purpose soapless cleaner that suds instantly in hard, soft or sea water and effectively cleans everything from delicate hosiery and woolens to grease-caked heavy machinery has made its debut on the industrial market. Marketed under the registered trade name of "K.P.", the new soapless cleaner is manufactured by the K. P. Chemical Company with sales offices at 16 West 46th Street, New York, and will be distributed through recognized jobbers, supply houses and sales representatives. Exhaustive on-the-spot working tests for more than three years have revealed, the manufacturer declares, the adaptability of "K.P." to hundreds of industries.

## Stationary and Portable PUMPING UNITS

. . . for handling glucose, syrups, liquid candies and special liquid handling requirements of the Confectionery Industry.

► **Louis M. Barish**  
420 Lexington Ave., New York 17, N. Y.

# THE FONDANT MAKER'S DREAM FOR 1946

To throw a switch and witness an instant and continuous flow of fine, smooth fondant . . . A production that will continue 24 hours a day if desired . . . A fondant machine small in size, light in weight, where cleaning and scraping are virtually eliminated . . . A fondant unit simple to operate which will give uniform results . . . a machine requiring less operating cost, less floor space, less floor load . . . A fondant machine that produces a continuous stream of fondant as simply as water flows from a faucet, producing thousands of pounds of fondant in straight, 24 hour runs, yet just as economical if necessary to run off only a few hundred pounds in a matter of minutes . . . a machine of which to be proud . . . a machine that is modern and attractive as the most modern candy kitchen . . . A fully enclosed machine assuring cleanliness and above all, a *quality* product

## ***The Fondant Maker's Dream Come True***

P.S.—The instant and continuous fondant machine answers the specifications for the "dream" machine . . . It's the post-war way of making fine, smooth, creamy-textured fondant by a "production-line" method . . . It starts production instantly and runs consistently without watching . . . It will run hour after hour needing only a continuous supply of cooked syrup and a container to hold the white, creamy-textured fondant . . . This machine is made of aluminum, all working parts and hopper are completely enclosed for cleanliness . . . Its a rugged, compact little "giant" of a machine which will stand its three shifts per day, 52 weeks per year! We are shipping these machines NOW!

For details and picture, write to . . .

KENMER PRODUCTS

---

30 N. LA SALLE STREET  
CHICAGO 2, ILL.

# New High Speed SPECIALITY NUT ROASTER

**SAVES**  $\left(\begin{array}{l} \frac{1}{2} \text{ the labor} \\ \frac{1}{4} \text{ the fuel} \\ \frac{1}{8} \text{ the Roasting Oil} \end{array}\right)$

**Two Bags of Spanish Peanuts Every 12 to 15 Minutes!**

Fourteen years of development work have produced this new high-speed, two-bag SPECIALITY NUT ROASTER. Nuts start to roast immediately when immersed . . . they absorb less oil and therefore are crisper and tenderer. High speed roasting gives the oil no chance to break down . . . there is no discarded or scrap oil . . . filtering is not necessary . . . and the oil when properly rotated stays like new. Production rate is sufficiently high to permit the use of a quantity of oil equal to the capacity of the unit in one day. Particles settle into skillfully designed cold zone where they cannot burn and can easily be removed.

SPECIALITY COOLING TABLES designed to cool the nuts and keep up with the roaster. WRITE TODAY FOR FULL INFORMATION.



TWO-BAG UNIT

Floor space required: 51½" deep, 72" wide.  
Heights from 53½" (regular) to 36".

OTHER FRYERS FOR OTHER PURPOSES

**SPECIALTIES APPLIANCE CORPORATION**  
341 EAST OHIO STREET • CHICAGO 11, ILLINOIS

## CANDY EQUIPMENT NEWS

The products described in these columns are all coded for your convenience. You may write in to THE MANUFACTURING CONFECTIONER for any further information on any one of these items and further information will be sent to you. Make use of this section to keep up-to-date on new candy equipment of all types. Information on these items is free for the asking.

### Visible Signal Dialing System

A new, voiceless, inter-communication control, known as "Temporartor," is designed to bring time, cost, employee production, materials, inventory, and shipping under instant, complete, central control and to integrate and coordinate other related plant-management activities. Up to four thousand messages per day—an average of one every eight seconds—may be transmitted direct to and from employees through one operator at a central control board. Check Code No. M01A46 for complete details.

### Simplified Water Testing Unit

A compact, economical but completely equipped "Testmaster Junior" for water analysis has been developed. It tests for hardness, alkalinity to P & M and Chloride for maintaining suitable boiler feed or process water conditions. Unit can be adapted to incorporate wide range pH determinations and Phosphate determinations or all normal water control tests excepting dissolved oxygen. Code No. M01B46 will give you complete details.

### A New Lubricant for Stopcocks

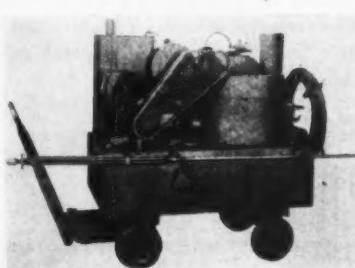
A stopcock lubricant to meet the insistent need for an all-purpose, stainless, reasonably priced, thoroughly resistant lubricant that prevents sticking of stopcocks of all types on laboratory equipment has been developed. The lubricant resists acids, alcohols, etc. For full information, Check Code No. M01C46

### Lapidolith Liquid Wearproofs Concrete Floors

Lapidolith Liquid wearproofs concrete floors for heavy duty service, dustproofs them, strengthens concrete wainscoting, hardens concrete floors containing iron filings or other special aggregates, lessens the effects of freezing and thawing, and protects floors, walls and tanks against the effects of chemicals, oils, and acids. It's easy to apply and economical. Get full details at once. Check Code No. M01D46

### Multiple-Duty Steam Cleaning Unit

A new multiple-duty, steam-cleaning unit which delivers hot, vaporized cleaning solutions under selective pressures up to 200 lbs. for the speedier, easier removal of grease, grit, grime, paint, and other deposits from surfaces, has been designed. A wide range of fuel oils may be used to operate the unit. Check Code No. M01E46 for complete details.

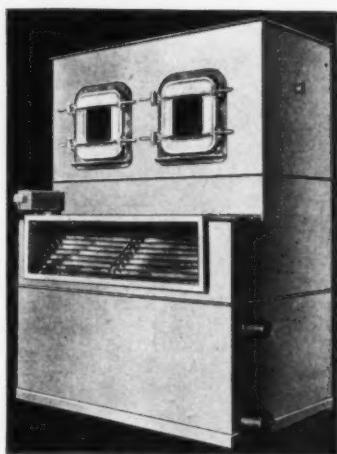


THE MANUFACTURING CONFECTIONER

### New, Small Capacity Oil Reclaimer

A new, small-capacity, lubricating oil reclaimer, designed for small plants and organizations having their own fleet of trucks and motor cars, is now being manufactured. This reclaimer has a capacity for purifying eight gallons of dirty oil in 70 to 90 minutes. Get prices and detailed information by checking *Code No. M01F46.*

### Heavy Duty Air Conditioning Unit



This unit has been developed especially for larger industrial applications where close control of humidity is necessary to maintain product quality and to insure continuous production. Smaller package units and large central systems are available. Full information is also available if you just Check *Code No. M01H46.*

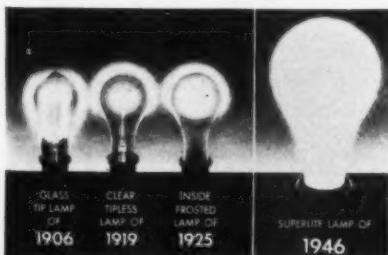
### All-Purpose Utility Truck



Flexibility is the keynote of this truck. It is designed for quick and easy handling of parts, equipment and supplies. It has a short wheelbase for easy maneuverability, sturdy all-steel construction and unusual flexibility. Check *Code No. M01J46* for full details.

### New, Light-Condition Bulbs

A new process treats the glass on the inside of the bulb to diffuse the central glare point caused by the concentrated filament, with the result that the direct raw light rays are broken up into millions of softer "counter diffusing" light rays that glow



evenly over the entire bulb surface, making it easier on the eyes without sacrificing visible illumination. Check



A corner of our busy laboratory

## Specialists in PULVERIZING PROBLEMS ready to serve you . . .

Time, money, trouble and annoyance can be saved by taking any problem to specialists on that subject. And, this truism was never more applicable than to this subject of dustless pulverizing and our part in it.

For here, competent, experienced research engineers study every phase of each individual problem. Here, the scientific data gathered in our laboratory is carefully correlated with practical tests run with your material on production MIKROS in our Test Grinding Department.

Here, are all the necessary data and latest equipment for the conducting of expertly planned scientific and production tests, the results of which enable practical recommendations to be made that quickly give you the right answer, backed by a rigid performance guarantee. Consideration by us of your pulverizing problems in their early stages, can mean improved output, lowered production costs and other advantages to you.

Our research laboratory, test grinding facilities and service are available without cost or obligation. Submitting to us a production test sample of 5 to 50 lbs. of your material and full details, is a natural first step toward the answer you seek.

**WRITE FOR YOUR COPY.** Valuable data on your information on latest pulverizing methods. Ask for MIKRO-PULVERIZER book and MIKRO-ATOMIZER bulletin.

By Invitation Member:



### PULVERIZING MACHINERY COMPANY

61 CHATHAM ROAD • SUMMIT, N. J.  
NOW . . . 2 TYPES TO MEET MOST PROCESS JOBS

**MIKRO-PULVERIZER**  
FINE  
**-ATOMIZER**  
ULTRA FINE  
Reg. U. S. Pat. Off.



**Home of  
"The Candy Cooling People"  
makers of**

Economy Belturns, Lustr-Koold Chocolate Cooling Conveyors and Tunnels, Packing Tables, Air Conditioners, Room Coolers, Dehumidifiers, and other "Economy" Equipment for Confectionery and Biscuit Manufacturers.

We design to suit your requirements.

Contact us for:

1. Design only
2. Design and Fabrication
3. Design, Fabrication, and Installation

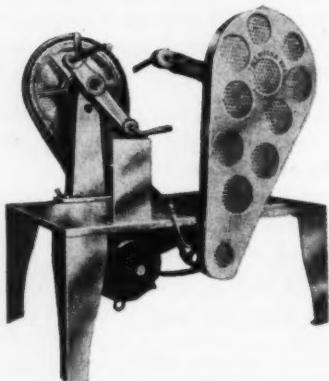
### **ECONOMY EQUIPMENT COMPANY**

**Branch Office**  
152 West 42nd Street  
New York 18, N. Y.  
Wisconsin 7-5649

**Main Office & Plant**  
919 West 49th Place  
Chicago 9, Illinois  
Boulevard 4300

# **MILLS**

### **Candy Pulling Machine**



**B**uilt to stand years of heavy service. Safety covers over gears! Heavy, upright iron bearings with bronze bushings. Steel arms, roller and silent chain drives. Capacity: 50 to 100 pounds per batch. Floor space: 48" x 48". Motor drive: 2 Horse Power.

**Write Dept. AH**

**THOS. MILLS & BROS., INC.**

1301-15 NO. 8TH ST., PHILADELPHIA 22, PA.

**Code No. M01K46.** Free information is yours for the asking.

#### **All-Steel Barrel and Box Skid**

This skid is said to be much lighter in weight, yet substantially stronger than the combination wood and steel skids. For example, the eight-foot length skid, which measures 14" wide weighs but 46 pounds and will hold any weight load that can be

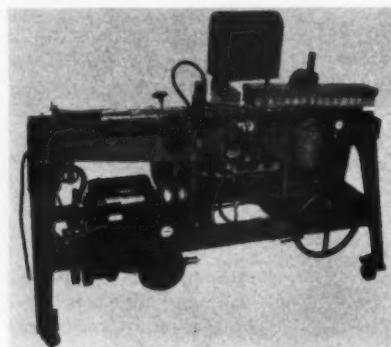
placed upon it. Checking **Code No. M01L46** will give you full information.

#### **Bulletin Describes Portable Vacuum Cleaners**

A line of portable vacuum cleaners suited to the needs of almost every type of industrial plant, institution, etc., is described in a new bulletin issued by the manufacturers. Dimensions, capacity, power and other facts given. Check **Code Co. M01M46** for a copy.

#### **Portable Labeling Machine**

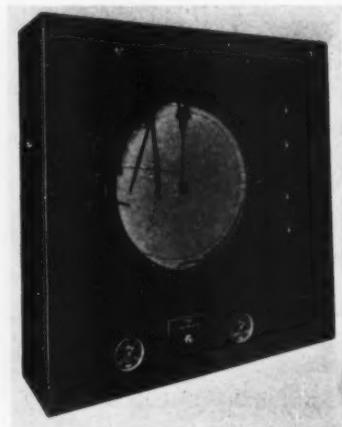
A versatile labeler will apply labels from the size of a postage stamp up to those five inches in diameter on glass, metal cans, cardboard boxes, jugs, etc. The shape is not important. Speed can be varied. Change in labels can be made with no loss of time for change-over. It will use gummed or ungummed



labels. Check **Code No. M01P46**.

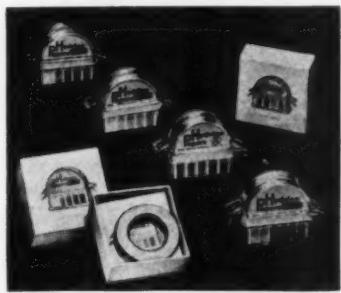
#### **Temperature Controller**

For batch-type processes and other operations where rate of temperature increase or decrease must be controlled, as well as the actual processing temperature and duration, a controller has been developed. This instrument controls and records all the steps of a complete process cycle. Get full details by checking **Code No. M01Q46**. The information is free.



### Short Range pH Test Papers

Six new short range pH test papers are announced by the manufacturer with the statement that "color changes for small pH intervals are so well defined with these papers that readings can be made to 0.25 pH. The six papers cover the range pH 1 to 14. Transparent, plastic dispensers hold two papers in roll form. Check Code No. MO1N46 for details.



### Steam Control Catalog

A steam control catalog has just been issued, illustrating and describing steam and liquid control equipment which includes pump governors, water gauges, gauge cocks, steam traps, etc. You can get it by checking Code No. MO1O46.

### "Only a Gasket"

The title of a film showing the manufacture of gaskets. Suitable for showing to plant maintenance crews. No charge for the film. Write immediately for early bookings. Projection facilities will be arranged for if you have no facilities yourself. Check Code No. MO1G46 for complete information.

### Aluminum Fondant Machine

A completely enclosed aluminum fondant machine, featuring instant starting, cleanliness, unsupervised operation, and virtual elimination of cleaning and scraping, is announced. Continuous and short run economical operation is promised. Check Code No. MO1R46 for full details.

**Check Code Numbers Here and Mail Coupon for FREE LITERATURE on Any Subject Discussed in This Section**

MO1A46 — MO1B46 — MO1C46 — MO1D46  
MO1E46 — MO1F46 — MO1G46 — MO1H46  
MO1J46 — MO1K46 — MO1L46 — MO1M46  
MO1N46 — MO1O46 — MO1P46 — MO1Q46  
MO1R46

Name.....  
Company.....  
Position.....  
Address.....  
City.....  
State.....  
Zone.....

for January, 1946

# SEAMLESS

THE ONLY ONE OF ITS  
KIND IN THE WORLD..

# HUBBERT

STAINLESS STEEL KETTLES FOR 1946

## ARE AVAILABLE NOW!

### COMPARE

1. Seamless inner and outer shells...no welds to crack or corrode.

### COMPARE

2. Safe...no chance for "blown" inner shells of rated working pressures...ample metal thickness.

### COMPARE

3. Sanitary...no cracks or depressions for dirt to cling to...easy to clean and to keep clean, inside and out.

### COMPARE

4. Smart appearance...1946 designs. Up to the minute in every respect.

### COMPARE

5. Scientifically engineered for efficient cooking and even heat distribution. Proper working height. Perfect all-around performance.

Originators of the  
Seamless Drawn Stainless  
Steel Kettle

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1300 Block South Ponca Street  
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EVERY HUBBERT SEAMLESS DRAWN STAINLESS  
STEEL KETTLE EVER MADE IS ACTIVE DUTY TODAY

page 59

## Perfect forming OF THE WRAPPER

## Accurate placing OF THE PRINTED DESIGN



### SALES-WINNING WRAPPING . . . AT A MONEY-SAVING SPEED OF 130 PER MIN.

A neat, flawlessly-wrapped package creates an impression of quality for your product . . . Wins confidence . . . Stimulates sales. That's why so many candy makers have adopted our Model DF bar-wrapper. They've found that this machine provides uniformly-perfect wrapping for irregular bars, patties, sandwich crackers, etc.—and at the same time permits sizable economies in time and labor.

Wrapping up to 130 bars per minute, the DF increases production output without increasing overhead costs—that's a point well worth serious consideration. And, because this model is quickly adjustable for many differently-sized pieces, it is possible to wrap a complete line on one machine. Moreover, the DF can be adapted to handle virtually any type of wrapping material in economical roll form—thereby making an appreciable saving on material costs. Only one operator is required to supervise the machine.

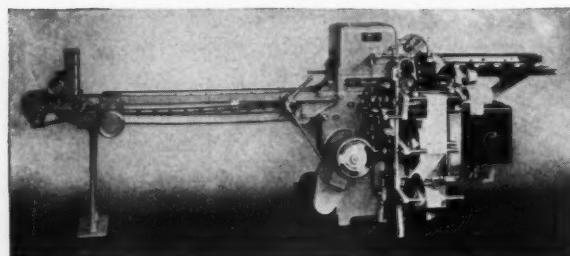
Peppermint patties, sandwich crackers or similar items, can be turned out at a rate of 90 per minute.

In wrapping irregular bars, the wrapper is formed over a series of breaker bars and tuckers, therefore a smooth, box-like wrap is assured regardless of the contour of the bar itself. All printed matter is registered with the utmost precision by an unfailingly accurate electric eye.

Consult our nearest office for complete details and literature.

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18 Dickens Ave., Toronto 8



## PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

# Plastics and Packaging

By MAJOR E. L. HOBSON\*

Office of Quartermaster General  
Washington, D. C.

In this era of supersonic speed, atomic bombs and plastics, it might be imagined that one could cover the subject of plastics in packaging both as to availability and new developments in 15 to 20 minutes. Since it will take more time, I will give a brief review of the availability picture in regard to plastic materials, some of the more interesting new developments—in the hope of whetting your appetite to investigate them.

At the present time there is a change taking place in the emphasis on packaging. During the war, plastics were used in packaging to deliver the material in the best possible condition to all corners of the globe. A G.I. didn't have much chance to pick and choose the shirt he wore. He took what the supply sergeant threw at him, without even considering how it was wrapped. But he was definitely concerned about the condition of that shirt. In this period in which the G.I. - now civilian - is faced with buying his own shirts, he will still be more concerned with the delivered condition than with the appearance of the package in which it comes.

It is hoped that lessons learned on durable plastic packaging will be used in the postwar period. But plastics, besides imparting improved durability, also usually provide the color and decorativeness desired to make the package attractive. In many instances dual purpose and reuse packages can be designed which enhance the value of the product.

The plastics industry has certainly expanded during the wartime period. In 1939, a quarter of a billion of pounds of plastic materials were produced annually. In 1944, slightly over three-quarter billion pounds were being produced—a three fold increase. And by the end of 1946, it is believed that over a billion pounds annually will be produced. It is important to note that in vinyl resins alone, on a dollar value of

7½ million dollars in 1939, the industry was increased almost 16-fold to 117 million dollars in 1944.

Plastic materials, heretofore unknown to packaging, were developed into a sizeable production. Polyethylene, as an outstanding example, was unavailable in 1941; now we have facilities for the production of over 9 million pounds per year.

time economy, there will be other decreases in cost due to increased production and greater competition which will make some of the newer materials attractive.

How will this increased production capacity of plastic materials be utilized in a peacetime economy? Of course, the old familiar uses, such as phenolic and urea closures, cellophane films, molded dual purpose



New box for Ferrara's Chocolate Roasted Almonds, in soft dainty colors with touches of strong accent colors. Box designed by Gair and made by Eastern States Cartons Division, Brooklyn.

Ethyl cellulose, from a negligible production in 1937, now has a capacity for production of 12 million pounds per year. There has also been an increase in the production of materials of the low-pressure, laminating type, and of nylon, silicone, melamine, resorcinol types. Production figures on these, however, are not available. These materials undoubtedly will find many uses for packaging.

Many of these materials have dropped markedly in cost because of increased production, and can be considered now for applications which were prohibited from a cost angle heretofore. Polystyrene, as the most notable example, is quoted today at 29 cents a pound. Certainly there will be many places in which it can be used where previously it was automatically rejected because of its cost of 72 cents a pound. When business settles down to a peace-

containers, and resin-coated papers will be expanded. In addition to this, untraditional uses and processes will have to be accepted. For example, plastic bugles were made during the war and were found to be equally as good as the traditional metal bugle. The same type of untraditional applications for plastics must be accepted in the postwar era.

## New Packages Made

Packages practically unknown in the prewar period will be made from many of the newer types of plastic materials and processing procedures. For example, hot melt dips are now the accepted method for the packaging and corrosion protection of finely machined parts, tools, and spare parts which can be dipped into the molten material. Its advantage over wrapping is apparent. Likewise, spray coating of large parts with expensive finishes which must be protected during shipment is practicable.

\*Talk given before Packaging Institute Meeting, recently in New York City.

Many formulations have been worked out on this, and although expensive at the present time, it should be considered favorably for protection of expensive equipment.

Vacuum and pressure molding of acrylic sheets was in widespread use at the war's end for bomber noses and blisters. This, too, has its place in the formation of dual purpose and reuse containers such as cake dishes, and toy cars which may be filled with candy. Drawing the thinner rigid acetate and ethyl cellulose sheet materials into cylinders with as much as three inches of depth was worked out with cellulose nitrate for propellant charges. Obviously this is a more economical method of fabrication of round transparent containers for many uses and should greatly widen the market for this type of container.

It is understood that there has been developed a method of forming square containers automatically, directly from rolls of material. Decrease in costs here will also follow increased use. Blown plastic bottles are probably familiar to all of you by now, as they have had considerable publicity. Although expensive, a durable container of this type will be warranted for packing expensive items such as vitamin pills and other expensive medicals when consideration is given to the present losses incident to breakage during handling of currently used containers.

#### Low Pressure Laminates

Low pressure laminating materials and techniques will be of advantage in the high cost packaging field. These materials do not require expensive dies and, therefore, can be used for custom packaging—not only for packaging expensive instruments but also such things as luxury beauty kits, replacing leather and utilizing decorative effects with printed textile outer laminates. Large bowls or trays can be easily formed from this type of material.

During the war there was developed a postforming technique of molding which will perhaps allow the manufacture of fancy boxes by just scoring a sheet such as this and then forming it. In such a manner, square or compound corners may be formulated.

Plastic foams of many types gave material having excellent heat insulating qualities and being useful as a core material for structural purposes in aircraft. Here again, with the advent of lower cost air freight, where weight is at a definite premium, these foams could be utilized

to insulate adequately frozen foods in lightweight containers.

#### Vinyl Pastes Utilized

Vinyl pastes have been utilized in Germany for the coating of jute for packaging of buna rubber, and in England for the coating of fabrics for packaging in order to achieve waterproofness and afford greater durability than film packaging. These probably will also be available in this country within the year. The process consists primarily of dispersing a vinyl chloride resin in a solvent plasticizer, which forms a liquid paste that may be spread on cloth

field, but after the adoption of a coated fabric cement-sealed outer cover, failures from this cause were reduced to a very small fraction. In England, fabric was used for emergency Red Cross packets, with a heat-sealed construction.

From these developments it will be seen that plastics, although not miracle materials as has been indicated by the tabloids, certainly have unique properties which open up new frontiers in packaging. There is definite promise of these materials greatly improving the functional use of packages.



Warren's manufacturers of Mint Cocktail Chewing gum and Fruit Cocktail Chewing Gum, have recently placed a new package for each of these products on the market. The sales are being boosted by a tremendous advertising campaign for each product.

or poured into a mold. When heated to approximately 300° F., the resin instantaneously absorbs the plasticizer and fuses to form, on cooling, the typical tough, rubbery vinyl plastic. This is done without the application of any pressure, and as there are no volatiles present it is done without shrinkage. As a matter of fact, a slight expansion occurs in setting.

The materials like polyethylene have a sharp melting point and lend themselves to a new form of hot melt spraying which should have many interesting applications. A method of flame gun spraying has also been developed in which a cold rod of the material is rapidly melted and sprayed. New methods of sealing by high frequency have been experimented on for use on materials which do not lend themselves to the more familiar heat-sealing equipment developed primarily for cellophane. Other methods, such as hot, non-reactive gas welding (of both films and solid moldings) of polyethylene will undoubtedly come into use.

Coated fabrics should find wider use in packaging where waterproofness with greater durability and abrasion resistance than can be supplied with films is needed. As an example of this, the "Cover, Protective Individual" when formerly wrapped in cellophane rapidly failed in the

The creation of facilities for the utilization of these materials is of great interest to the War Department. In order that these new materials can be most effectively evaluated, the Quartermaster Corps has established a research project at the Institute of Paper Chemistry, Appleton, Wisconsin, to develop tests and test methods to give a more realistic evaluation of their properties. It is hoped that this project will be of material benefit to the packaging industry and that, in turn, industry will acquaint the Quartermaster Corps of new developments in packaging, so that plans can be formulated for their specification in military items.

- Timed to synchronize with the introduction and distribution of its new package, Warrens announces a tremendous advertising campaign for its two products, Warrens Mint Cocktail Chewing Gum and Warrens Fruit Cocktail Chewing Gum. Full page, four-color advertisements are appearing in the leading national weeklies, 24-sheet poster Outdoor advertising and American Express truck posters are appearing in many major cities, and radio broadcasts are blanketing the country.



Some men play golf but once a week, a few clubs and a comfortable pair of shoes their only equipment . . . but the "pro" must have a bag-full of clubs, carefully selected and matched, ready to meet any situation and help overcome his competition.

Packaging is again becoming a very competitive part of many businesses, and there is little opportunity for the man with "Sunday-golfer" equipment. The "Pros" in the packaging field require a wide variety of highly specialized technical papers . . . carefully designed to meet the exact individual requirements of each product.

To satisfy their needs, Riegel produces more than 600 different grades of paper for packaging, converting and special industrial uses, ranging from a 16 lb. Glassine to a 400 lb. Pattern Paper.

## 600 RIEGEL Papers

Riegel packaging papers include glassine, greaseproof, sulphite, wet-strength . . . printed, embossed, resin-impregnated, laminated, oiled, lacquer-coated, waxed, dry-waxed . . . as well as printing papers, converting papers and special industrial papers in endless variety.

RIEGEL PAPER CORPORATION • 342 MADISON AVENUE • NEW YORK 17, NEW YORK



## "Nickel-in-the-Slot" . . .

# MODERN Merchandising

**A**t the regional meeting of the National Automatic Merchandising Association held in New York this fall, a code of ethics for operators of vending machines was adopted as follows:

"I consider automatic merchandising a worthy vocation which offers me a distinct opportunity to serve the public. I will, therefore, always keep the public's welfare and well-being first in mind.

"As a member of the National Automatic Association, I recognize my obligation to serve my customers, the public, my community, and my country and shall use my best endeavors to elevate the standards of the automatic merchandising industry.

"I hold that the sale of my goods and my services for profits is proper and ethical, provided that all parties in the transaction are benefitted thereby.

"I will offer *only* high quality merchandise and service to the public at all times.

"I will see that my merchandising or service machines are always clean, attractive, and in good working order and will have them serviced by competent personnel as frequently as the type of merchandise may require.

"I will operate only those merchandising or service machines that clearly show when they are empty or those that will provide for the return of the patron's money if no merchandise is delivered or service rendered.

"I will see that all merchandising or service machines are plainly marked with clear and simple instructions for their operation.

"I will participate in the civic programs of my community, and will support worthy welfare activities.

"I will improve myself, increase my efficiency, and will constantly strive to better my services to the public.

"I recognize the automatic merchandising industry as a modern and effective means of creating increased distribution of the products of American farms and industries to the public."

Mr. Frank Bourgholtzer, writing in the *Wall Street Journal* says: "Producers of coin-in-the-slot vending machines are bursting with expansion plans for their post-war robot salesmen.

"Ready for market are mechanical marvels which will sell a pack of

cigarettes, a pair of stockings, a loaf of bread, or what-have-you, and flip back the correct change from any combination of coins. Another will deliver a freshly-cooked hot dog sandwich—complete with mustard and napkin; a third will squeeze you a cup of orange juice in the twinkling of an eye."

"Although the role of vending machines as a means of putting candy in the hands of the consumer was of more than ordinary significance during the war years when the individuals were working long hours in factories and patronized machines more frequently than they otherwise might, the importance of the vending machine as a distribution outlet has not yet been clearly defined," says Mr. George Dudik in *Confectionery Sales and Distribution*, 1943, a U. S. Department of Commerce publication.

"In an attempt to assay the volume of goods passing through vending machines in 1943, confectionery manufacturers were asked to estimate: (1.) The value of their total sales of 1-, 5-, and 10-cent items (such goods being especially adapted to disposition through vending machines). (2.) The percentage of the manufacturer's sales of such items representing goods ultimately reach-

Table 15—Value of Vending-Machine Sales Estimated by 100 Confectionery Manufacturers, 1943.

Sales Group (1-, 5-, and 10-cent items only)	Number of Firms	In thousands of dollars 1-, 5-, and 10-cent sales			Percent Vending Machine Sales of All Sales	
		Vending Machine	Total	Percent of Total	All Sales	
\$2,000,000 and over.....	20	5,867	154,686	3.8	193,985	3.0
\$1- to \$2,000,000.....	15	3,054	22,005	13.9	26,417	11.6
\$500,000 to \$1,000,000.....	17	1,782	11,887	15.0	26,412	6.7
\$250,000 to \$500,000.....	13	364	5,161	7.1	12,348	2.9
\$100,000 to \$250,000.....	15	279	2,178	12.8	7,492	3.7
\$20,000 to \$100,000.....	13	47	602	7.9	3,653	1.3
Less than \$20,000.....	7	57	100	57.0	1,030	5.5
TOTAL .....	100	11,450	196,619	5.8	271,337	4.2

Table taken from CONFECTIONERY SALES AND DISTRIBUTION, U. S. Commerce, 1943

# **SPOTLIGHT POST-WAR PLANS FOR SELLING WITH COMPLETE MARKET COVERAGE IN CANDY MERCHANDISING**

*Candy Merchandising* designed to fit a specific need—is a magazine devoted to the distribution problems of over 10,000 candy, drug, grocery and tobacco jobbers; department and chain store buyers and other case lot purchasers of confectionery products. They sell 86% of all candy, so they must be informed of your products if you want them to buy.

*Candy Merchandising* is your selling medium. Because it reaches ONLY volume distributors, it is the natural outlet for your candy advertising. *Candy Merchandising* is the place for confidence-winning advertising, the common meeting ground of candy manufacturer and candy distributor.

"C.M." is the only magazine dedicated exclusively to candy jobbers. It is seasonal. It is pocket sized, and timed for the major

buying periods—Fall, Winter, Spring and Summer. The Winter issue is the well-known *Candy Buyers' Directory*, "the Red Book of the candy industry!"

Now is the time to strengthen your relations with volume candy buyers before the post-war market-readjustment period comes. Jobber-manufacturer relations have never been so important, or the need for goodwill and understanding so great!

The cost of a campaign in *Candy Merchandising* is very low. A page in each issue of *Candy Merchandising* and *The Candy Buyers' Directory* costs \$427.50. This gives you a 5% discount per page on use of the four issues.

*Candy Merchandising* guarantees you a circulation of 6000 per issue and 10,000 on the DIRECTORY or complete jobber coverage for your advertising.



**"It Fits Your Pocket  
and The Field"**

## **THE DISTRIBUTOR'S OWN MAGAZINE**

### **STREAMLINED AND TIMED TO REACH . . .**

**Jobbers**

**Syndicates**

**Food Distributors**

**All Types of Chains**

**Grocery Distributors**

**Large Retail Buyers**

**Army Post Exchange**

**Navy Post Exchange**

**Marine Post Exchange**

**Write Now for Rates and Information**

**CANDY MERCHANDISING**

400 W. Madison St., Chicago, 6 — 303 W. 42nd St., New York, N.Y.

ing the consumer through vending machines.

Of 310 companies that filed returns, only 100 replied to the questions concerning vending machines. These responses showed an average of about 6% of 1-, 5-, and 10-cent items (or about 4% of the sales of all goods of these companies) passing through vending machines on their way to the consumer.

These percentages are deemed representative of the 100 responding companies only and are not necessarily typical of the entire candy industry. With few exceptions, the respondents indicated that vending-machine disposal of their goods could be estimated in approximate terms only. A number of houses, while aware that some of their goods reached the consumer through machines, lacked information on which to base a reasonably accurate estimate.

Nearly half of the estimates were that less than 5% of the responding company's 1-, 5-, and 10-cent items were marketed through machines.

At the other extreme were seven companies which reported that 50% or more of their 1-, 5-, and 10-cent goods went to the machines. The wholesale value of goods destined for vending-machine sale was about \$1,250,000 for these seven firms against their total sales of \$4,200,000.

#### **Face Big Obstacles**

"In America, automatic vending faces a big obstacle to the kind of success it seeks. Through a combination of circumstances, vending machines have become confused in many cases with such gambling devices as slot machines, the familiar 'one-armed bandits,'" according to Mr. Frank Bourgholtzer.

"This has caused the industry

much anguish and has led to the wiping out of small vending machine businesses in communities where anti-slot machine ordinances or taxes were interpreted to cover coin-in-the-slot cigarette and candy sales.

"As one way of changing the public's attitude, the National Automatic Merchandising Association refuses membership to any firm which manufactures or so much as operates one gaming device. (The resolutions adopted at the recent association meeting and which appear at the start of this article, further emphasize the necessity of ethical and legitimate operations of these machines.)

"One of the contributing factors to the relatively slow growth of the vending machine business has been the predilection of Americans to consider vending machines fair game for slugs or any other method of petty thievery."

Manufacturers, however, are learning that they must make the machines tamper-proof. One of the leading firms manufacturing cigarette machines installed a new one in a shipyards recently and the mechanics in the yard tried every way possible to beat the machine but failed. They finally succeeded by cutting the front off with an electric torch. The machine manufacturer said it was the best compliment they had ever received.

Manufacturers are seldom 100% safe, however, from what Mr. Nathaniel Leverone of Automatic Canteen, calls "misguided geniuses." One of these found a way to beat one of the company's candy machines. Investigators discovered that this patron was able, by accurate timing, to thump the machine with his fist at the instant the plunger tripped the candy release. In this

fashion, the nickel, instead of falling in the cash box, flipped up into the air and came out with the candy.

#### **"Genius" Beat the Machine**

It worked every time for the "genius" but when company engineers tried to duplicate his feat they never made it work more than 14 times in 1000 tries.

Another ingenious stunt was pulled on machines in the factory of a big refrigerator manufacturer. The service man found the machine empty of candy every morning; but instead of nickels in the cash-box, he found only a pool of water.

An employee finally explained that the workers cast bogus nickels in ice—making a mold, filling it with water and freezing it in the refrigerators. By morning, the ice slugs were reduced to water.

Theaters have been good outlets for vending machines for a good many years. Now, however, the trend seems to be toward candy counters serviced by one or more clerks. Many theatres, at least, have largely followed the pattern of installing candy counters. It is true that many do have vending machines for the sale of cola drinks, or others, but it is becoming more and more a habit to look for a candy counter near the theatre entrance where the patron can select his favorite candy.

Many improvements will be made in the new vending machines. One important one will be electrical instead of the mechanical plunger-type operation. A more positive action is possible with electricity than with any mechanical contrivance—one far less susceptible to thumps and kicks. There are no knobs to wrench off—simply coin slots and buttons to push.

**Table 16—Vending-Machine Sales Estimated by 100 Confectionery Manufacturers, by Percent of Sales of 1-, 5-, and 10-cent items, 1943.**

**Table taken from CONFECTIONERY SALES AND DISTRIBUTION, U. S. Dept. of Commerce, 1943**

Sales Group (1-, 5-, and 10-cent items only)	Number of Firms	Number of Firms Estimating Vending Machine Sales of 1-, 5-, and 10-cent items at:				
		Less than 5 percent	5 to 15 percent	15 to 25 percent	25 to 50 percent	Over 50 percent
\$2,000,000 and over.....	20	10	7	1	2	0
\$1- to \$2,000,000.....	15	3	5	4	2	1
\$500,000 to \$1,000,000.....	17	8	1	1	4	1
\$250,000 to \$500,000.....	13	8	3	1	1	0
\$100,000 to \$250,000.....	15	6	5	2	0	2
\$20,000 to \$100,000.....	13	8	2	1	1	1
Less than \$20,000.....	7	2	0	2	1	2
<b>TOTAL .....</b>	<b>100</b>	<b>45</b>	<b>25</b>	<b>12</b>	<b>11</b>	<b>7</b>

when transparency  
alone is not enough

specify

# VUEPAK

#### To sell, show!

That selling axiom has become so well recognized today that nearly everybody seems to be trying to get his product into some kind of a transparent package.

But often transparency is not enough. Products like candy, for example, frequently need protection as well as display.

And that's why so many smart manufacturers have packaged in Vuepak,\* beautiful, sparkling, transparent and rigid. Rigid Vuepak gives physical protection. And it displays well, stacks well, survives shop wear. It is tough, greaseproof, non-aging.

Vuepak is already counter-proved, and is available again in a limitless number of sizes, shapes and combinations... quality packages that command quality prices. Better get full Vuepak facts today from your box maker... or direct from: MONSANTO CHEMICAL COMPANY, Plastics Division, Springfield 2, Massachusetts.

for January, 1946



#### QUESTIONS AND ANSWERS ON VUEPAK

##### 1. What is Vuepak?

Vuepak is a transparent, tough, rigid, beautiful Monsanto cellulose acetate.

##### 2. In what form is Vuepak available?

In sheets up to 30" wide, and in continuous rolls 30" wide up to 1000 ft. long, depending upon thickness.

##### 3. In what thicknesses is it ordinarily available?

In six standard gauges 0.005" to 0.020".

##### 4. Does sunlight affect it?

No.

##### 5. Is it affected by heat?

Not under ordinary temperatures. It begins to soften after 200° F. Underwriters' Laboratories classification, "slow burning".

##### 6. How can it be fabricated?

It can be drawn, shaped, formed or folded into almost any shape with inexpensive dies. It can be embossed, stapled, printed, cemented, or combined with other materials.

\*Reg. U. S. Pat. Off.





*Approved by  
Leading Confectioners*

**ROSE ALBION FLYER** — To form, cut and twist-wrap squares, oblongs, or popular rolls — for Hard Candy, Toffee, Kisses, Nougats, etc. **Capacity** — 500 pieces per minute.

**ROSE EAGLE** — To form, cut and fold-wrap plastics, Carameles, Fudge, etc. **Capacity** — 500 pieces per minute.

**ROSE TRIUMPH** — To form, cut and twist-wrap fancy-centered pieces, squares, oblongs, or popular rolls—for Hard Candy, Toffee and other plastics. **Capacity** — 500 pieces per minute.

**ROSE I.S.T.** — To twist-wrap preformed pieces of any irregular shape or size. **Capacity** — Up to 160 pieces per minute.

**ROSE HORIZONTAL AUTOMATIC BATCH ROLLER** — Automatic spinner and feeder for use with Albion Flyer, Eagle, and Triumph — for plastic materials only.

**OTHER ROSE WRAPPERS** — For special types of candies — twist-wraps, fold-wraps, or bunch-wraps.

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**AMERICAN MACHINE & FOUNDRY CO.**

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MANUFACTURING  
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*An Allured Publication*

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**Chicago 6, Ill.**

# Y O U N A J



## A shopper is born

A penny to spend...all by herself...and so much to choose from! It's her first taste of the thrill that lasts a lifetime—the fascinating business of shopping.

This basic buying principle...of selecting what looks good...applies to all ages. People prefer to buy confections that appeal to their eyes. Transparent packaging enables them to feast their eyes on appetizing candy and actually see what they are buying.

Besides providing visibility, moistureproof Du Pont Cellophane shows consumers that their purchase has been kept clean and safe from handling...and that its freshness and flavor have been safeguarded. It does a complete packaging job—at low cost.

Although the present demand for Cellophane exceeds the supply, we hope the day is not far off when there will be enough to permit our converters and ourselves to fill all requirements. In the meantime, you may wish our new booklet, "Help Yourself to Lower Distribution Costs." E. I. du Pont de Nemours & Co. (Inc.), Cellophane Division, Wilmington 98, Delaware.



## Cellophane *Shows what it Protects—at Low Cost*

BETTER THINGS FOR BETTER LIVING  
... THROUGH CHEMISTRY



## They have to "make eyes" at your product

... BEFORE YOU MAKE THE SALE



**Makes your package more attractive**  
... more eye-appealing. The whiter, more velvety surface of Coated Lithwite brings colors up more brilliantly, reproduces half-tones with persuasive realism. Smoother. Brighter. Rub-resistant. Chalk-free. It forms a perfect base for printing inks. Packages look crisper, fresher—have a "quality" look.



Step up the EYE-Q of  
your package at the point  
of sale...with whiter, brighter  
Coated Lithwite Cartons

**Made by a revolutionary new process,** Coated Lithwite is the amazing paperboard that is formed, made and coated in one high-speed operation. Proved and improved for seven years.

**Fewer "jammers" and "leakers."** Coated Lithwite folds without flaking or shattering. Takes a tight positive seal. Production of Coated Lithwite cartons is currently sold up. But get full facts about Coated Lithwite cartons now. Ask a Gardner-Richardson sales representative to call.

More eyes reach for your product in . . .

## Coated Lithwite Cartons

THE GARDNER-RICHARDSON CO. • Manufacturers of Folding Cartons and Boxboard • Middletown, Ohio

Sales Representatives in Principal Cities: PHILADELPHIA • CLEVELAND • CHICAGO • ST. LOUIS • NEW YORK • BOSTON • PITTSBURGH • DETROIT  
page 70

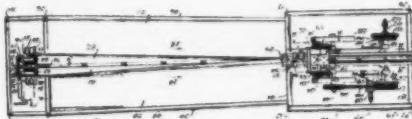
THE MANUFACTURING CONFECTIONER

## PACKAGING PATENTS

The following memoranda relating to Patents is made available through an arrangement with James Atkins, registered patent attorney, Munsey Building, Washington, D. C.

### PACKAGING MACHINE

Elvin Dennis Angell, Chicago, Ill., assignor to Overland Candy Corporation, Chicago, Ill., a corporation of Illinois.  
Application August 6, 1943, Serial No. 497,618. 8 Claims.  
(Cl. 93—2).

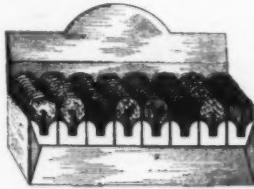


1. A machine for packaging comprising a suitable supporting frame, a conveyor and a support for packages, said support having a slot extending in the direction of movement of said conveyor, said conveyor being located to extend longitudinally of the machine below the slot in said package support, said package support comprising a pair of guide members and said guide members being gradually curved from a shallow convex curvature toward each other and overlapping each other to form an overlapping cylindrical guide, and means carried by said conveyor for conveying a sheet of wrapping material longitudinally of said guide members whereby the sheet is formed into a cylinder with overlapping edge portions.

134,387

### DESIGN FOR A COMBINED CONTAINER AND LOLLIPOP DISPLAY

Arthur W. Lovejoy, Lowell, Mass., assignor to C. A. Briggs Company, Cambridge, Mass., a corporation of Maine.  
Application May 26, 1942, Serial No. 107,015. Term of patent 14 years.



The ornamental design for a combined container and lollipop display, substantially as shown.

• "Earned Its Ribbons on Every Front" is the title of a colorful booklet recently published by the Weatherproof Corrugated Box Group which tells the story of one of the war's most sensational developments in packaging.

for January, 1946



SEND FOR CATALOG TODAY!

Heat Seal-It Company, pioneers and original producers of bag heat sealing equipment, now offer their new and improved line of "Pacer" Models. The result of 13 years experience exclusively in this field.

**HEAT SEAL-IT COMPANY**  
4316 W. PARRISH ST., PHILADELPHIA 4, PENNA.

## Automatic Candy Filling!

Automatic weighing and filling of candy and nut meats are handled accurately and quickly on the Holm Weighing & Filling Machine.

Parts coming in contact with merchandise are made of stainless steel and aluminum.

Complete operation of bag opening, filling and sealing on straight line conveyor belt line-up is available.



Model A-DS

For full information, write, wire or phone.

**AMSCO**

PACKAGING MACHINERY, INC.  
31-33 48th AVENUE, LONG ISLAND CITY 3, NEW YORK  
TELEGRAMS: AMSCO

*Whether you ship by*

**AIR**



**RAIL or**



**TRUCK**



*Gaylord Boxes*

assure **G**REATER PROTECTION

**GAYLORD CONTAINER CORPORATION**

General Offices: SAINT LOUIS

CORRUGATED AND SOLID FIBRE BOXES

FOLDING CARTONS

KRAFT GROCERY BAGS AND SACKS

KRAFT PAPER AND SPECIALTIES

New York • Chicago • San Francisco • Atlanta • New Orleans • Jersey  
City • Seattle • Indianapolis • Houston • Los Angeles • Oakland  
Minneapolis • Dallas • Jacksonville • Columbus • Fort Worth • Tampa  
Detroit • Cincinnati • Des Moines • Oklahoma City • Greenville • Portland  
St. Louis • San Antonio • Memphis • Kansas City • Bogalusa • Milwaukee  
Chattanooga • Weslaco • New Haven • Appleton • Hickory • Greensboro

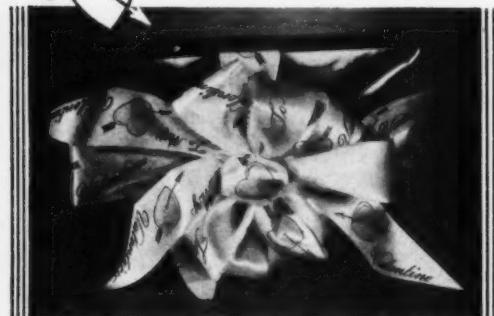




• The Lynch Corporation, Anderson, Indiana, has announced the formation of a new wholly owned subsidiary, Lynch Package Machinery Corporation, Toledo, Ohio. The purpose of the new corporation is to consolidate, in one plant, the diverse package machinery operations of the "Wrap-O-Matic" and "Morpac" divisions of the Lynch Manufacturing Corporation of Defiance and Toledo, Ohio. A large new plant addition is nearing completion in Toledo to house the combined operations and it is expected that production will be more than doubled. Officers and directors are as follows: T. C. Werbe, Sr., chairman of the board; M. H. Pendergast, president and general manager; T. C. Werbe, Jr., vice president; J. P. McCarthy, vice president—manufacturing; O. R. Hartman, vice president; F. K. Zimmerman, treasurer; and J. L. Watts, secretary. Directors: T. C. Werbe, Sr., M. H. Pendergast, T. C. Werbe, Jr., F. K. Zimmerman, and J. L. Watts.

• At the recent conference of mayors in New York City, fresh apples from Washington State orchards were served. They were kept tree fresh by wrapping them in Reynolds Metals Co. aluminum foil.

St. Valentine, the patron of sweethearts, and his impish envoy, Cupid, lend their whimsy to the delicate colors and festive prints of Taffel Valentine ribbons. Tie your Valentine packages with Taffel Valentine ribbon, and you create a beautiful and appropriate wrapping, in tone with the time.



## Package Perfection

Unique in the ribbon field, Taffel's lustrous ribbons are especially designed to bring the spirit of the occasion to any gift package. From a wide assortment of timely motifs, choose the appropriate ribbon for any event. For Taffel ribbons are the crowning touch that creates package perfection.



**FREE:** "Taffel Tales", an illustrated booklet, chockful of merchandising ideas, is yours for the asking. Write for it today.

**TAFFEL BROS.**  
95 MADISON AVENUE  
NEW YORK 16, N. Y.

for January, 1946

# IDEAL WRAPPING MACHINES

## FAST-EFFICIENT RELIABLE

CANDY manufacturers both large and small prefer IDEAL WRAPPING MACHINES because they provide the economies of fast handling along with dependable, uninterrupted operation. In use the world over, IDEAL Machines are building a service record that stands unmatched and unchallenged! Our unqualified guarantee is your protection. Two models available: SENIOR MODEL wraps 160 pieces per minute; the new High Speed Special Model wraps 325 to 425 pieces per minute. Investigation will prove these machines are adapted to your most exacting requirements.



WRITE FOR COMPLETE SPECIFICATIONS AND PRICES

**IDEAL WRAPPING MACHINE CO.**

EST. 1906

MIDDLETOWN, N. Y.

U. S. A.

Why pay more  
when you can get more for less  
from Ever Ready



Not just more labels per dollar, either; but time-saving, quicker-sticking, easier-handling roll labels. See! labor costs more than labels! If it's "eye-appeal" that's "buy-appeal" you get in Ever Ready labels. After 32 years learning HOW, our label designs get quick action, compel attention—do your job!

Sample label assortment on request.

Write Department M.

**EVER READY Label CORP.**  
141-155 EAST 25TH ST. NEW YORK 10, N.Y.

page 73

• **Oakite** Technical Service Representatives and Division Managers who comprise the Oakite Field Service Organization met in New York and Chicago for a two day conference last month. The New York meeting was attended by the five Eastern Divisions, while the five Western Divisions attended in Chicago sessions.

• **The Dobeckmun Company**, Cleveland, O., has been producing laminated cellophane bags for the packaging of quick frozen fresh orange and other fruit juices. The bags are heat-sealed.

• **Milprint, Inc.**, Milwaukee, Wis., was chosen to prepare and print the recently issued promotional booklet describing the L. S. Heath and Sons plants at Robinson, Illinois. Heath is the manufacturer of the famous Heath Toffee Bar (See article in this issue and front cover illustration.) Milprint, Inc., the printers of this booklet, are nationally known printers and packaging converters who print the Heath Bar wrappers and their counter display cartons.

• **Milprint, Inc.**, Milwaukee, Wis., packaging converter and printer, has announced that Captain Rosen has rejoined the company as director of eastern operations.

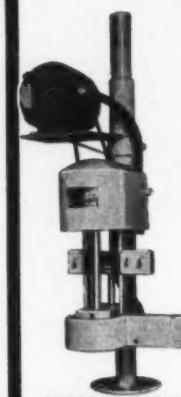
• **Monsanto Chemical Company's** Plastics Division is contemplating large-scale production of Lustron, a polystyrene molding compound. It is expected that polystyrene will become the most important general purpose thermoplastic molding material as soon as planned production facilities are in operation.

• **Weinman Bros.**, Chicago, have found that the public likes the transparent plastic used for packaging candy and nuts. It lets the public see what it is getting and takes advantage of the natural display and attractiveness of the products.

• **Traver Corporation**, Chicago, plans to expand its production facilities and to develop new products.

• **McLaurin-Jones Co.**, Brookfield, Mass., recently appointed Lee Turley as general sales manager. The company manufactures gummed and coated papers.

## PACK-RITE HEAT SEALING MACHINES



### TECH MASTER

For EFFICIENCY and ECONOMY—it's the versatile TECH-MASTER. Bags fed vertically—Sealing bars operate horizontally—Seals close to contents—Heavy bar pressure—Light foot pedal touch—Thermostatic heat control—Seals all materials—Metal feeding tray auxiliary equipment.

### DOUGHBOY ROTARY

The high production sealer-seals any size bag, pouch or barrier—all materials. Ideal for today's varying requirements. Fast—dependable. Operates vertically, as shown, or horizontally. Used in quantity by largest firms in many fields . . . 35 in one plant!

PACK-RITE MACHINES  
820 N. Broadway, Milwaukee 2, Wis.  
Please rush complete information on your  
Heat Sealing Machines to:  
Attn. of \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



### MULTI-USE

Used in quantities for hundreds of different heat sealing jobs. Light weight—compact—portable. Three-head switch.

• **Riegel Paper Corp.**, New York, N. Y., has named Robert H. Evans as executive assistant to the manager.

• **Major Albin Dearing**, who before Pearl Harbor was director of public relations for Container Corp. of America, Chicago, and had done market research for the Hercules Powder Co., Wilmington, Del., has been named executive head of the **Packaging Institute**. Major Dearing, twice wounded in action and cited for gallantry during parachute operations in Europe, will take office immediately.

• Charles S. Cheston of Philadelphia, formerly a senior partner in the investment banking firm of Smith Barney & Company, has been elected to the Board of Directors of **Monsanto Chemical Company**.

*Your Product Looks Better... Sells Faster*

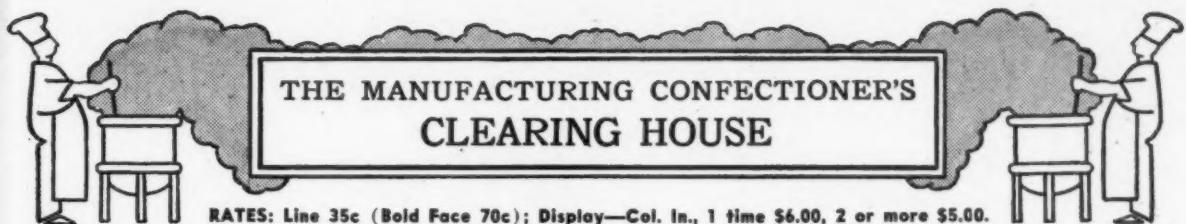
*With*

**NATIONAL RIBBONS**

- satins
- tinsels
- ribbonzene
- taffeta
- novelties

**NATIONAL RIBBON CORP.**

General Offices:  
444 Fourth Ave., New York 16, N. Y.  
Mill: Central Falls, R. I.



## THE MANUFACTURING CONFECTIONER'S CLEARING HOUSE

**RATES:** Line 35c (Bold Face 70c); Display—Col. In., 1 time \$6.00, 2 or more \$5.00.

### HELP WANTED: MALE

**Help Wanted:** Enrober man familiar with Greer and National Enrober Machines. Steady work, good pay and pleasant surroundings. Apply Andes Candies, 4430 N. Clark St., Chicago, Ill.

**Experienced**, capable superintendent wanted for general line factory making hard candy, peanut candy, fudge, penny goods, coconut goods, chocolate bars, package chocolates, gum work and pan work. We use only first-class materials and will not permit anything manufactured in our plant but quality products. We would like to hear from qualified men experienced in manufacturing the above items. Permanent position for right man with firm that has been in candy production since 1889. State age, experience, and salary expected. All correspondence strictly confidential. A. Karcher Candy Co., 823 E. Markham St., Little Rock, Arkansas.

**Superintendent** for caramel division Los Angeles, California plant. Must be expert all-around candy man capable supervision personnel and all related supervisory functions. Excellent opportunity with successful and expanding firm. Address Box A-1462, c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

**Superintendent**—plant situated in East. Excellent position for right man to assume complete charge, handle and train help. Manufacturing general line. Reply with full information. Address A-1466, c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

**Production Manager**. Candy manufacturer located in good-sized Mid-western city has great opportunity for right man. This man must be equipped by experience to take full charge of operations. Approximate production seven hundred fifty thousand pounds annually under rationing. Salary open. Address A-1469, c/o

### HELP WANTED: MALE (Contd.)

**The Manufacturing Confectioner**, 400 W. Madison St., Chicago 6, Ill.

**Wanted**—experienced candy maker for hard candy, fudges, and peanut work. State experience, salary expected, age and references. A. Karcher Candy Co., 823 E. Markham St., Little Rock, Arkansas.

### Chemist — Assistant Production

Manager. Candy Manufacturer located in good-sized Mid-western city has an opportunity for a man 35 to 45 who has the required education and experience in the chemistry of candy. Working as the assistant production manager, such a man would face a handsome future. Address A-14610, c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

**Foreman wanted.** Must be familiar with all creams, caramels, and hard candies and enrober. Located in Eastern Carolina. State age, experience, present employment and salary expected. Address K-11454, c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

**Factory superintendent** for New England plant employing 250, manufacturing general line of candy and confection novelties for chain stores. Position offers excellent opportunity. State age, past experience, former employers, length of service and salary expected. Address A-1468, c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

**WANTED CANDY MAKER FOR WELL KNOWN SOUTHWESTERN MANUFACTURER**, ONE WHO SPECIALIZES ON FUDGE, NOUGAT AND PEANUT WORK, PERMANENT POSITION, GOOD PAY. Address A-1464, c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago, 6 Ill.

### POSITIONS WANTED

**Ex-veteran, candymaker**, retail and wholesale, every phase, 20 years exper. Preferably So. Calif. Address A-1463, c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

**Superintendent Chemist**—Several years experience in technical control, development and production of candy items. Experience also includes sugars, starches, dessert preparations and many other types of food products. New York area preferred but would go any place. Address A-1467, c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

### MACHINERY WANTED

Will buy old type vertical 3 roller refiner 16" x 40". Steel or stone rollers. Give price and where it can be seen. Address L-12457, c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

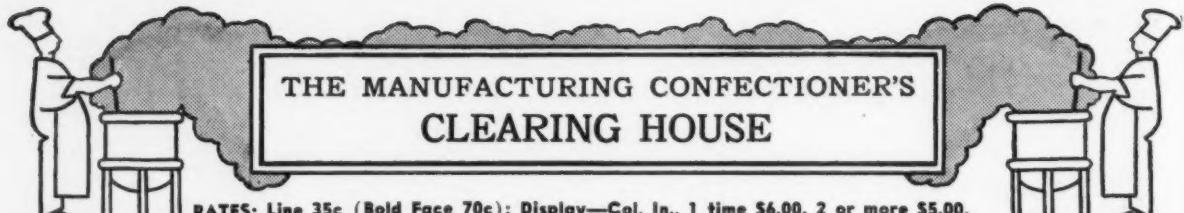
**WANTED**  
YOUR IDLE MACHINERY  
WILL BUY FROM SINGLE ITEMS  
TO COMPLETE PLANTS

**URGENTLY WANTED:** Copper Coating Pans and Vacuum Pans; Tablet Machines; Dryers and Mixers; Jacketed Copper and Aluminum Kettles. Describe fully and quote prices.

THE KEY TO SAVING TIME AND MONEY  
**CONSOLIDATED**  
PRODUCTS COMPANY, INC.  
15-21 PARK ROW NEW YORK 7, N. Y.

### MACHINERY FOR SALE

**Wrapping Machine**—for wrapping 5-b. boxes in wax paper, 10-21/32" long, 6-15/16" wide, 5" deep. Manufactured by Johnson. Used very little. Henry Nickel & Co., 5070 W. State St., Milwaukee 8, Wis.



## THE MANUFACTURING CONFECTIONER'S CLEARING HOUSE

RATES: Line 35c (Bold Face 70c); Display—Col. In., 1 time \$6.00, 2 or more \$5.00.

### MACHINERY FOR SALE (Contd.)

**For Sale**—2 Chicago 5' cream beaters. Perfect running order. \$450 each FOB Chicago. Archibald Candy Corporation, 1137 Jackson Blvd., Chicago, Ill.

**Two Werner syrup coolers.** All copper with Jacolucci cream beaters. In excellent condition. Price on request. **FREDERICK W. HUBER, INC.**, 268 West Broadway, New York 13, New York.

### PLANTS WANTED

**Wanted**—by ex-service man. Established retail candy business with equipment, both for mfg. and selling. Address A-1465 c/o **The Manufacturing Confectioner**, 400 W. Madison St., Chicago 6, Ill.

### SALES LINES WANTED

**Candy and Allied Lines**—After 16 years with Luden's, Inc., have resigned and entered brokerage business. Interested in candy and allied lines for Florida, Georgia, Alabama. T. H. Hubert, c/o Hubert Brokerage Co., P. O. Box 149, Atlanta 1, Ga.

### MANUFACTURERS

Are you looking for salesmen to represent you for the coming year? We can put you in touch with experienced men covering practically all the United States Correspondence invited.

**Western Confectionery Salesmen's Association.**  
**Robert N. Amster, Sec'y-Treas.**  
**6335 N. Richmond St., Chicago, Ill.**

### SALES LINES WANTED

**Jobber-Distributor** covering northwestern North Carolina and southwestern Virginia, wants lines of popular candies and bakery products. Car-Del Supply Co., Mount Airy, N. C.

**Manufacturers' Agent.** Commission candy, nuts, gum, fountain supplies, frozen foods, allied lines. No competitive lines accepted. Only brokerage firm in Dakotas. Tri-State Brokerage Co., Belle Fourche, S. D. (Dakotas, Mont., Wyo.)

### MISCELLANEOUS

Contract designing & drafting, for any plants, inventors, & candy machinery & developments. Send problems. Address A-1461, c/o **The Manufacturing Confectioner** 400 W. Madison St., Chicago, 6 Ill.

### WE BUY & SELL

ODD LOTS • OVER RUNS • SURPLUS

"Cellophane"  
BAGS

SHEETS • ROLLS • SHREDDINGS

Cellophane rolls in suitable boxes 100 ft. or more  
ALSO MADE OF OTHER CELLULOSE FILM

Wax - Glassine Bags, Sheets & Rolls

Tying Ribbons—All

Colors & Widths

Scotch Tape

Clear & Colors

**Diamond "Cellophane" Products**

Harry L. Diamond

Robert I. Brown, "At Your Service"  
2902 So. Michigan Ave., Chicago 16, Ill.

### MISCELLANEOUS (Contd.)

#### — MANUFACTURERS —

We are in position to offer a National Coverage of 5000 Active Operators—if it will work on A Sales Board, keep us posted. NOW is the time to PLAN for Postwar—we are the sort of people that Remember a Favor. Enclose samples and Details. Jay Wico & Co., Box No. 271, Logansport, Ind.

500 copies of News Photo House Organ \$30.00; 1M. \$45.00 New. Different. Self mailer. Builds business quickly. Your ad on front page. Free copy help. Get samples. Crier Advt. (Dept. Q) 1840 East 87th St., Cleveland 6, Ohio.

## BRAZILIAN COCONUT

Unsweetened Shredded  
or Grated

**delivery: Feb.-March  
and April, 1946**

Write or Wire:

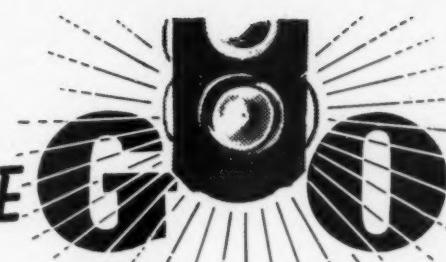
**Overseas Trading Corp.**  
420 Lexington Ave.  
NEW YORK 17, N. Y.

contact by mail with leading manufacturers, salesmen and wholesalers.

• **The Hooton Chocolate Company**, Newark, N. J., has announced that George W. Dodd, president and owner of the company died on December 17th, 1945, in the Orange Memorial Hospital after a short illness.

• A meeting of the Distribution Committee of the **National Confectioners' Association** is being held to consider details of the program and approve the material for regional meetings throughout the U. S. during 1946. Lester Rosskam of Philadelphia, chairman of the committee, is presiding and James MulCahy, who assumed the new post of NCA merchandising director on January 1,

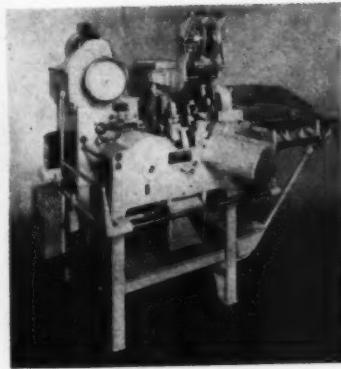
is attending as well as Carroll Belknap, marketing consultant, and other industry members. That the industry's new manufacturer-jobber merchandising program will be a continuous effort to insure better distribution of candy has been emphasized by those in charge. Although the regional meetings will highlight the year's program in different trading areas, plans call for frequent

GIVE YOUR  
PLANT THE  SIGN FOR  
*Reconversion*

**UNION**  
Rebuilt  
Machinery  
Established 1912

**IMMEDIATE SHIPMENT! GUARANTEED  
REBUILT, MODERN MACHINERY!**

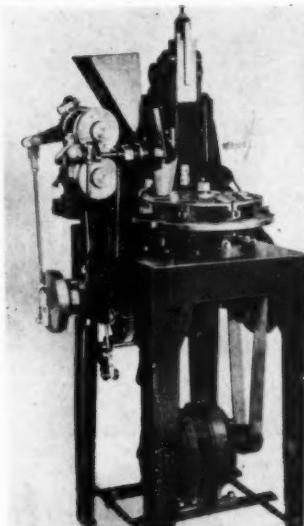
*Here Are Just a Few of Many Specials! All Subject to Prior Sale!*



Package Machinery Model L. P. 2

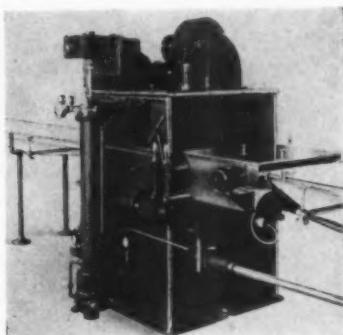
- 16", 24" and 32" National Equipment Enrobers with automatic Feeder, Detrainer, Cooling Tunnels and Packing Tables.
- 300 to 2000 lb. Chocolate Melting and Mixing Kettles.
- National Equipment Automatic Wood and Steel Moguls.
- Single and Double Huhn Starch Dryers.
- Racine Model M. Die Pop Machines.

• Racine Sucker Machines with Conveyors.



Racine Model M Die Pop Machine

- Simplex Steam and Gas Vacuum Cookers.
- Berten Plastic Machine with large assortment of dies.
- Package Machinery Model KH Long Salt Water Taffy Wrapper.
- 10 to 150 gal. cap. Single and Double Mixing Kettles, Stationary and Tilting Types.
- Rose Candy Twist Wrapper.
- Dayton and Ball Cream Beaters.
- Ideal Caramel Cutters and Wrappers.
- Mills 2 way Automatic Caramel Cutter.
- Package Machinery Co. LP and LP 2 Sucker Wrappers.
- Gaebel Continuous Automatic Plastics Hard Candy Outfit with Automatic Batch Roller, Heated Sizer, with Chains and Cooling Conveyor.



32" N.E. Coater with  
Temperature Control

**Write or Wire Your Requirements Collect**

**[ WE PAY MORE FOR YOUR USED MACHINERY ]**

Realize high cash prices for surplus equipment! Whether it be a machine, department or complete plant. WRITE OR WIRE US COLLECT, giving details so that we can promptly submit a substantial cash offer.

**UNION STANDARD EQUIPMENT CO.**

318-322 Lafayette Street

NEW YORK 12, N. Y.

Cable Address "Confemach"

## May We Suggest . . . ?

Janus, the namesake of this month, looked both ways, ahead and backward, the only two-faced deity in mythology. Too bad that "two-facedness" could not have been restricted—why should Human-beings have copied the Roman gods?

While shopping last month, we found ourselves drawn into the vortex of a maelstrom which ended up in "No Man's Land." You know how difficult it is for a mere man to get those dainty, feminine thingamajig accessories known editorially as "Unmentionables." You see we have learned through long experience that Candy and "Unmentionables" make fine gifts for the fairer sex. We never object to buying candy: but why did our office boy have to be sick at the time.

Which brings to mind the fact that there are many "Unmentionables" connected with candy manufacturing from which the veil of secrecy should be lifted. Most candy companies are striving to retain the huge productions achieved during the war and many are expanding into new plants or enlarged quarters. New employees will be sought and found. How are these newcomers to learn company policy and ideals? What arrangements are being made to overcome labor dissatisfaction and unrest present in other industries?

Does your company have a sanitation program and proper housekeeping demanded of food-handlers? Do the employees feel respect for candy and endeavor to improve it? Do you take the men into your confidence and tell why the company must modify existing items? In popular vein, are you a good guy to work for and do you have good guys working for you?

We are proud of the cooperation shown by the reports issued on "Research on Candy" by the Council of Candy of the NCA. We can not say enough for the advertising of candy to the public.

Hard days may be ahead when many competitive foods will seek to fill the "bottomless pit" known as the human stomach. But with the candy industry becoming more conscious of its duties and responsibilities, we have no doubt that candy will remain as a delightful food, not only for Americans but for the entire people of our world.

The Manufacturing Confectioner will continue its policy of service to the Sweetest Business in the World. And to you and yours, A Happy New Year!

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Werner, John & Sons, Inc.	50
Weygandt Co., T. C.	51
Whitson Products	Dec. '45
W-E-R Ribbon Corp.	28
Wood & Selick, Inc.	Dec. '45

# SPEAKING OF Food Value --

There are several advantages in using nonfat dry milk solids in your candies but none is more important than the smoother texture, the improved flavor and the marked increase in food value it imparts to your product.

You can vary the percentage you use without affecting the percentage of moisture, sugar or fat in your formulas, but when you claim your candy is nutritionally good, back it up — to the limit — with high quality nonfat dry milk solids. It's a concentrated food composed almost entirely of milk proteins, lactose, minerals and water-soluble vitamins, dependable for its uniformity of composition.

Use nonfat dry milk solids to make the kind of candy you want for post-war leadership.

AMERICAN DRY MILK INSTITUTE, Inc., 221 N. La Salle St., Chicago



*TIME-HONORED PRODUCTS*

**CORN SYRUP UNMIXED  
CONFECTIONERS' STARCHES  
DEXTROSE (REFINED CORN SUGAR)**



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WITH YOUR TECHNICAL  
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**BUY UNITED STATES WAR SAVINGS BONDS**

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